



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Course Offer

for Incoming Exchange
Students



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 places on some courses may be limited.

*Please keep in mind that timetable overlaps may occur – for that check the timetable of each course.

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 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.

NOTE: Students should read the course content carefully when making their course selection to see that the content matches to their study requirements

Important dates in the summer semester 2026

- Recommended Arrival Date: 20th – 22nd February 2026
- Orientation Week: 23rd February 2026 – 27th February 2026 (attendance obligatory!)
- Lectures during the semester: 1st March 2026 – 30th June 2026
- Examination period: throughout the semester until 15th July 2026 at the latest
- Easter holidays: 30th March 2026 – 6th April 2026

Electives Course Offer

Electives are courses available to students from all four of our campuses.

They are taught in English and open to everyone, with no restrictions. 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.

If you want to participate in any course from Elective course list, please, write directly to your mobility coordinator (Olesia.Lanina@fh-steyr.at) to book it in advance. Deadline is 9th February.

Campus	Course unit code	Course unit title	Course type	Level	ECTS	Page
Steyr	APD	AI-Enhanced Presentation Design	Integrated course	Bachelor	2	63
Wels	BAT	Battery Technology	Lecture	Master	3	64
Wels	DLE	Deep Learning for Engineers	Integrated course	Bachelor / Master	3	65
Wels	FSP	Formula Student Project	Integrated course	Bachelor / Master	4	66
Tabakfabrik Linz	GSD	Global Startup Development	Integrated course	Bachelor / Master	2	67
Wels	HYT	Hydrogen Technology	Lecture	Master	3	68
Online	EQC	Introduction to Quantum Computing	Integrated course	Bachelor	3	69
Online	NLS	Next Level Skills for Student Leaders	Integrated course	Bachelor / Master	3	70
Online, Self-study course	SAS	SAS Business Analytics Specialist	Integrated course	Bachelor / Master	6	71
Online, Self-study course	SLS	SAS Life Sciences Analytics Specialization	Integrated course	Bachelor / Master	6	72

Bachelor's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF.ba	ENE2UE	English 2 - Intermediate professional communication skills	Practice-oriented session	2	Bachelor	3	6
CRF.ba	INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	7
CRFM.ma	DF2IL	Digitalization in Finance and Accounting	Integrated course	2	Master (Bachelor allowed)	6	61
Global Sales and Marketing (Bachelor, Steyr Campus)							
GSM.ba	ADT2IC	Applied Digital Technologies	Integrated course	2	Bachelor	2	8
GSM.ba	BBM2IC	Instruments of B2B Marketing and Communication	Integrated course	2	Bachelor	3	9
GSM.ba	BBM4PR	Trade Fair Marketing and Industry Backgrounds	Practice-oriented session	4	Bachelor	2	10
GSM.ba	BDM4IC	Digital Marketing	Integrated course	4	Bachelor	3	11
GSM.ba	BIS4PR	Business Information Systems	Practice-oriented session	4	Bachelor	3	12
GSM.ba	EAT4IT	Acquisition Techniques	Individual Training	4	Bachelor	1	13
GSM.ba	EXP4IT	Selling and Managing Export Partners	Individual Training	4	Bachelor	2	14
GSM.ba	FIN2IC	Finance 1 - Accounting and Taxation	Integrated course	2	Bachelor	2	15
GSM.ba	FIN4IC	Finance 3 – Finance Management and Controlling	Integrated course	4	Bachelor	2	16
GSM.ba	ISF4IC	Selected Innovations of Smart Factory	Integrated course	4	Bachelor	2	17
GSM.ba	LAW4IC	Introduction to Business Law	Integrated course	4	Bachelor	3	18
GSM.ba	LGE4IT	Lead Generation	Individual Training	4	Bachelor	1	19
GSM.ba	MBI2IC	Market and Business Intelligence	Integrated course	2	Bachelor	5	20
GSM.ba	MSC2IC	Managing Sales Channels	Integrated course	2	Bachelor	3	21

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing (Bachelor, Steyr Campus)							
GSM.ba	PRS2IT	Presentation Skills	Individual Training	2	Bachelor	1	22
GSM.ba	RIS4IC	Managing Risks in International Sales	Integrated course	4	Bachelor	2	23
GSM.ba	SAL4IT	Selling Knowledge-intensive Products and Services	Individual Training	4	Bachelor	2	24
GSM.ba	TAW4IC	Trading Areas in a Worldwide Comparison	Integrated course	4	Bachelor	2	25
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	BWL2VO	Business Administration 2	Lecture	2	Bachelor	3	26
ILM.ba	DGL2IL	Digitalization in Logistics	Integrated course	2	Bachelor	3	27
ILM.ba	DTL2IL	Data Visualization in Logistics	Integrated course	2	Bachelor	4,5	28
ILM.ba	FIN2IL	Finance 2 - External and Cost Accounting Advanced	Integrated course	2	Bachelor	4,5	29
ILM.ba	GER2IL	German II	Integrated course	2	Bachelor	3	30
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	31
ILM.ba	IO-B2B	Global B2B-Marketing	Practice-oriented session	2	Bachelor	2	32
ILM.ba	IO-CM	Conflict Management	Seminar	2	Bachelor	3	33
ILM.ba	IO-GB	German for Beginners	Integrated course	2	Bachelor	4	34
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	35
ILM.ba	IO-IB	International Business	Integrated course	2	Bachelor	2	36
ILM.ba	IO-IM	Intercultural Management "Mastering Strategy in Intercultural Environments"	Lecture	2	Bachelor	3	37
ILM.ba	IO-LS	Leadership	Integrated course	2	Bachelor	3	38
ILM.ba	IO-MIC	Microeconomics and Electricity Markets	Integrated course	2	Bachelor	3	39

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	IO-NEG	Cross-Cultural Negotiations	Seminar	2	Bachelor	2	40
ILM.ba	IO-PGW	Professional Performance in a Globalised World	Integrated course	2	Bachelor	2	41
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	2	Bachelor	3	42
ILM.ba	LOM2IL	Logistics Management in Retail and Distribution	Integrated course	2	Bachelor	3	43
ILM.ba	PQM2IL	Process- and Quality Management	Integrated course	2	Bachelor	1,5	44
ILM.ba	SKT2IT	Social Competence Training 2 - Meeting Facilitation and Presentation Skills	Individual Training	2	Bachelor	2	45
ILM.ba	WIS2SE	Academic Work	Seminar	2	Bachelor	2	46
Marketing and Digital Business (Bachelor, Steyr Campus)							
MAB.ba	DMT2LB	Datamanagement II	Laboratory session	2	Bachelor	2	47
MAB.ba	ENG4UE	English IV	Practice-oriented session	4	Bachelor	2	48
Smart Production and Management (Bachelor, Steyr Campus)							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	49
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	50
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	7
Marketing and Digital Business (Bachelor - Part Time, Steyr Campus)							
MAB.ba	DMT2LB	Datamanagement II	Laboratory session	2	Bachelor	2	47

Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing (Master - Part Time, Steyr Campus)							
GSMM.ma	BB_BRM2IC	Brand Management	Integrated course	2	Master	2	51
GSMM.ma	BB_CHM2IC	Change Management	Integrated course	2	Master	3	52
GSMM.ma	BB_DCG2IC	Digital Culture and Global Leadership	Integrated course	2	Master	3	53
GSMM.ma	BB_ECO2IC	Economics	Integrated course	2	Master	4	54
GSMM.ma	BB_ILA2IC	International Law	Integrated course	2	Master	2	55
GSMM.ma	BB_MSP2IC	Marketing and Sales Performance Measurement	Integrated course	2	Master	3	56
GSMM.ma	BB_RLNIT	Resilience Lab/Negotiation in crisis	Individual Training	2	Master	2	57
GSMM.ma	BB_SAE2IC	Sales Enablement	Integrated course	2	Master	2	58
Digital Business Management (Master - Part Time, Steyr Campus)							
DBM.ma	SDG2IL	Sustainable Development Goals	Integrated course	2	Master	3	59
Human Resource Management (Master - Part Time, Steyr Campus)							
HRM.ma	GHR2IL	Global HRM	Integrated course	2	Master	1,5	60
HRM.ma	ICU2IL	Intercultural Management I	Lecture	2	Master	1,5	61
Controlling, Accounting and Financial Management (Master, Steyr Campus)							
CRFM.ma	DF2IL	Digitalization in Finance and Accounting	Integrated course	2	Master (Bachelor allowed)	6	62

Lecture/Seminar profile:**English 2 - Intermediate professional communication skills (ENE2UE)**

Degree course	CRF.ba
Course title	English 2 - Intermediate professional communication skills
Course code	ENE2UE
Level	Bachelor
Term	SS26
Lecturer	Sarah Ann Grafinger, Kevan Croton
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Intercultural Management (INT2IL)**

Degree course	CRF.ba
Course title	Intercultural Management
Course code	INT2IL
Level	Bachelor
Term	SS26
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Applied Digital Technologies (ADT2IC)**

Degree course	GSM.ba
Course title	Applied Digital Technologies
Course code	ADT2IC
Level	Bachelor
Term	SS26
Lecturer	Thomas Ramminger, Michael Amann-Langeder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Principal concept behind generating and distributing web content

□ Technical background of system components: servers, clients, protocols, markup language HTML, cascading style sheets, JavaScript, static/dynamic pages, data bases, integrating web services, ...

□ Different web content: webpages, discussion forums, photo galleries, wikis, web applications, integration of web services, ...

□ Content management systems (CMS)

□ AI powered systems for content management and creation

Developing an own website with gradually increasing functionality and complexity

Prerequisites:

n.a.

Lecture/Seminar profile:**Instruments of B2B Marketing and Communication (BBM2IC)**

Degree course	GSM.ba
Course title	Instruments of B2B Marketing and Communication
Course code	BBM2IC
Level	Bachelor
Term	SS26
Lecturer	Andreas Zehetner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- ☐ Products – product criteria, product lines and extension
- ☐ Services – challenges, opportunities and specific rules
- ☐ Basics of innovation processes – sustainable product development
- ☐ Principles of branding

Methods for pricing products and services

- ☐ Marketing communications – channels and instruments in a global B2B environment

- ☐ Principles of social media Marketing
- ☐ Recent developments in B2B Marketing

Prerequisites:

n.a.

Lecture/Seminar profile:**Trade Fair Marketing and Industry Backgrounds (BBM4PR)**

Degree course	GSM.ba
Course title	Trade Fair Marketing and Industry Backgrounds
Course code	BBM4PR
Level	Bachelor
Term	SS26
Lecturer	
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

- ☐ Types of trade fairs
- ☐ Past, present and future of trade fairs
- ☐ Trade fair participation strategy and organizational processes
- ☐ Transformation from technical features of products and services to marketing communication
- ☐ Management of key stakeholders before, during and after the fair
- ☐ Evaluation of companies at trade fairs (visit to trade fairs)
- ☐ Setting up and evaluating KPIs for trade fair participation
- ☐ Analysing the gathered insights (both technical as well as organisational) and documenting them

Prerequisites:

n.a.

Lecture/Seminar profile:**Digital Marketing (BDM4IC)**

Degree course	GSM.ba
Course title	Digital Marketing
Course code	BDM4IC
Level	Bachelor
Term	SS26
Lecturer	Christopher Korntner-Kanitz, Philipp Pfaller
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- ☐ Basics of Digital Marketing in the B2B context
- ☐ Success Factors and Goals of Digital Marketing
- ☐ Digital Marketing Concept
- ☐ Instruments of Digital Marketing
- ☐ E-commerce, with focus on B2B
- ☐ Actual topics in Digital Marketing

Prerequisites:

n.a.

Lecture/Seminar profile:**Business Information Systems (BIS4PR)**

Degree course	GSM.ba
Course title	Business Information Systems
Course code	BIS4PR
Level	Bachelor
Term	SS26
Lecturer	Simon Hartl, Michael Amann-Langeder, Thomas Ramminger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Giving students an overview of engineering and business information systems widely used in industry. Using classroom examples they learn to understand the typical functionality of the discussed systems, their position within a company's IT structure and their relation to sales and marketing. Special attention is paid to the CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) and other systems relevant for sales and marketing. It is intended to let the students gain practical experience in a virtual enterprise using software e.g. from SAP.

Topics:

- ☐ Customer Relationship Management (CRM)
- ☐ Enterprise Resource Planning (ERP)
- ☐ Systems relevant for sales and marketing
- ☐ Software security, safety and data protection

Prerequisites:

n.a.

Lecture/Seminar profile:**Acquisition Techniques (EAT4IT)**

Degree course	GSM.ba
Course title	Acquisition Techniques
Course code	EAT4IT
Level	Bachelor
Term	SS26
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Export partner and Customer acquisition process, particularly for the phases Finding, First Contact and Needs Analysis both in traditional and digital manner:

- ☐ Elevator Pitch,
- ☐ SPIN Concept (Situation, Problem, Implication and Need)
- ☐ Linked and Telegram first contacts accomplishments
- ☐ Cold Calling Techniques,
- ☐ Relationship building, also in a virtual world
- ☐ Contacting Export partners via Telephone, MS Teams

Prerequisites:

n.a.

Lecture/Seminar profile:**Selling and Managing Export Partners (EXP4IT)**

Degree course	GSM.ba
Course title	Selling and Managing Export Partners
Course code	EXP4IT
Level	Bachelor
Term	SS26
Lecturer	Harald Josef Hammer
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- ☐ Export Partner Customer Journey overview
- ☐ Buying Center / Selling Centre approaches applied to export partners and end customers
- ☐ From technical specifications to USP and UBR (unique Buying Reason) for export partners and end customers
- ☐ Offer design and elevator statement
- ☐ BANT, BATNA, COPA, SPIN
- ☐ Negotiation techniques: Neanderthal, Harvard
- ☐ Basics of virtual negotiations with Export Partners
- ☐ Design of efficient product trainings to export partners

Prerequisites:

n.a.

Lecture/Seminar profile:**Finance 1 - Accounting and Taxation (FIN2IC)**

Degree course	GSM.ba
Course title	Finance 1 - Accounting and Taxation
Course code	FIN2IC
Level	Bachelor
Term	SS26
Lecturer	
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

Business organizations, stakeholders, goal setting

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Finance 3 – Finance Management and Controlling (FIN4IC)**

Degree course	GSM.ba
Course title	Finance 3 – Finance Management and Controlling
Course code	FIN4IC
Level	Bachelor
Term	SS26
Lecturer	
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

- ☐ Principles of financial planning
- ☐ the time value of money
- ☐ Capital budgeting - methods
- ☐ Methods using time value of money (Net present value, Internal rate of return, ...)
- ☐ Methods not using time value of money
- ☐ Qualitative decision factors
- ☐ Impacts of investments on balance sheet, income statement and cash flow statement
- ☐ Types of corporate financing (shares, bonds, loans, ...)
- ☐ Indicators for financial success and capital market orientated funding rules
- ☐ Risk management

Prerequisites:

n.a.

Lecture/Seminar profile:**Selected Innovations of Smart Factory (ISF4IC)**

Degree course	GSM.ba
Course title	Selected Innovations of Smart Factory
Course code	ISF4IC
Level	Bachelor
Term	SS26
Lecturer	Markus Vorderwinkler, Michael Eckl
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

Giving students insight into the following technologies of a Smart Factory:

- ☐ Computer Aided Design
- ☐ Virtual, Augmented and Mixed Reality
- ☐ Additive Manufacturing
- ☐ Simulation based decision support for sales and marketing

Each topic will be taught both by providing background information as well as by letting students gain own experience with hands-on teaching examples (e. g. developing a parametric, volume-based CAD model, printing a 3D object, developing a simulation model). The topic of additive manufacturing / 3D printing will be enriched by a visit to e.g. the Grand Garage Linz where students can print their own objects and see different printing technologies.

Prerequisites:

n.a.

Lecture/Seminar profile:**Introduction to Business Law (LAW4IC)**

Degree course	GSM.ba
Course title	Introduction to Business Law
Course code	LAW4IC
Level	Bachelor
Term	SS26
Lecturer	Philip Aumüllner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- ☐ contract law in general and sales contracts
- ☐ defects liability, tort law and product liability
- ☐ company law and M&A transactions
- ☐ property law (ownership, possession) and intellectual property (patents, trademarks)
- ☐ dispute resolution, especially arbitration
- ☐ business related criminal law and compliance management
- ☐ international contracts in B2B (case: international plant construction contract)

Prerequisites:

n.a.

Lecture/Seminar profile:**Lead Generation (LGE4IT)**

Degree course	GSM.ba
Course title	Lead Generation
Course code	LGE4IT
Level	Bachelor
Term	SS26
Lecturer	
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- ☐ Lead generation through social media marketing (using digital technologies and AI solutions)
- ☐ Lead generation through cold calling (Contacting, building relationships, organizing appointments, tools for efficient cold calls)

Prerequisites:

n.a.

Lecture/Seminar profile:**Market and Business Intelligence (MBI2IC)**

Degree course	GSM.ba
Course title	Market and Business Intelligence
Course code	MBI2IC
Level	Bachelor
Term	SS26
Lecturer	Piotr Kwiatek, Christopher Korntner-Kanitz, Margarethe Überwimmer
Contact hours per week	4
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

This course is a B2B focused approach to marketing and market research. Students will be introduced to several analysis techniques and be enabled to conduct these analyses by themselves.

- ☐ Role and necessity of Market and Business Intelligence in B2B enterprises
- ☐ The marketing research process, milestones of research projects
- ☐ Marketing and sales problems translated into research questions
- ☐ Secondary and primary research (qualitative and quantitative) major instruments and tools in both approaches
- ☐ Scaling techniques and overview of sampling methods and processes
- ☐ Questionnaires to collect data according to defined research questions
- ☐ Basics of descriptive statistics and multivariate analysis techniques
- ☐ Design and execution of a basic survey research project
- ☐ Data analysis using statistical methods, inferential statistics for market research (estimation and testing), correlation analysis
- ☐ Comprehensive market research reports and presentation of data to an audience

Prerequisites:

n.a.

Lecture/Seminar profile:**Managing Sales Channels (MSC2IC)**

Degree course	GSM.ba
Course title	Managing Sales Channels
Course code	MSC2IC
Level	Bachelor
Term	SS26
Lecturer	Robert Füreder, Christian Stadlmann
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:**Key Account Management**

- ☐ Reasons for, aims and effects of key account management
- ☐ Strategic, organizational and personnel aspects of key account management
- ☐ Means of identifying strategic customers
- ☐ Instruments to analyze key customers
- ☐ Identification and establishment of key account teams

Sales Partner Management

- ☐ Aspects of sales partner management (legal, financial, logistical, regional, ...)
- ☐ Identification and selection of sales partners
- ☐ Development and Controlling of partnerships
- ☐ Termination of sales partners

Prerequisites:

n.a.

Lecture/Seminar profile:**Presentation Skills (PRS2IT)**

Degree course	GSM.ba
Course title	Presentation Skills
Course code	PRS2IT
Level	Bachelor
Term	SS26
Lecturer	Hans-Dieter Enzensberger, Andreas Zehetner, Geraldine Hubmer, 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	12

Learning objectives:

n.a.

Content:

- ☐ Methodology of a presentation
- ☐ Students learn to develop successful presentations by utilization of various media and instruments
- ☐ Basics of self-presentation (script, appearance, body language, ...)
- ☐ Exercises and feedback to students' presentations which are based on specific requirements of the study programme

Prerequisites:

n.a.

Lecture/Seminar profile:**Managing Risks in International Sales (RIS4IC)**

Degree course	GSM.ba
Course title	Managing Risks in International Sales
Course code	RIS4IC
Level	Bachelor
Term	SS26
Lecturer	Karin Palmetshofer-Hörschinger
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- ☐ Different risks in International Sales (country, commercial, currency and transport risks)
- ☐ Evaluation of different risks
- ☐ Protection against these risks
- ☐ Costs for each protection tool
- ☐ Application of knowledge to different cases

Prerequisites:

n.a.

Lecture/Seminar profile:**Selling Knowledge-intensive Products and Services (SAL4IT)**

Degree course	GSM.ba
Course title	Selling Knowledge-intensive Products and Services
Course code	SAL4IT
Level	Bachelor
Term	SS26
Lecturer	
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Trading Areas in a Worldwide Comparison (TAW4IC)**

Degree course	GSM.ba
Course title	Trading Areas in a Worldwide Comparison
Course code	TAW4IC
Level	Bachelor
Term	SS26
Lecturer	Georg Weingartner
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- ☐ Free trade areas worldwide
- o Assessment of possible market entry barriers
- o Assessment of opportunities arising from Trade Areas
- ☐ Different methods in order to hedge export risks, like:
- o Letter of Credits
- o Bank guarantees
- o Private credit insurance
- o Public credit insurance (e.g. ÖKB)
- o Currency hedging
- o Factoring
- o Incoterms
- o Cryptocurrencies
- o Sanctions list

Prerequisites:

n.a.

Lecture/Seminar profile:**Business Administration 2 (BWL2VO)**

Degree course	ILM.ba
Course title	Business Administration 2
Course code	BWL2VO
Level	Bachelor
Term	SS26
Lecturer	Ludwig Pekarek
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Tasks and processes of service production
- Development process and product innovation
- Development project view: time to market, development controlling, project management, target costing
- Problems of the classical development process and modern methods: sequential development vs. software development, supplier integration, forms of engineering collaboration
- Tasks and types of sales and order processing
- Core processes of sales: sales, order processing to service delivery, invoicing and after sales service and e-commerce
- Coordination of online-offline activities

Prerequisites:

n.a.

Lecture/Seminar profile:**Digitalization in Logistics (DGL2IL)**

Degree course	ILM.ba
Course title	Digitalization in Logistics
Course code	DGL2IL
Level	Bachelor
Term	SS26
Lecturer	Matthias Neubauer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Applications of new technologies in logistics
- Concepts and technologies for automation of warehouses
- Support of transports by automation
- IT systems for the improvement of logistic processes

In the context of guest lectures and possibly company visits, current topics and problems in the field of digitalization in the logistics will be addressed. These guest lectures and / or company visits should enable students to relate theoretical concepts to practical applications.

Prerequisites:

n.a.

Lecture/Seminar profile:**Data Visualization in Logistics (DTL2IL)**

Degree course	ILM.ba
Course title	Data Visualization in Logistics
Course code	DTL2IL
Level	Bachelor
Term	SS26
Lecturer	Reinhard Tockner
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Data preparation and visualization
- Tools for data preparation and visualization (e.g. business intelligence systems, network flow visualization such as Tableau or PowerBI)
- Development of content based on industry/program specific context

Prerequisites:

n.a.

Lecture/Seminar profile:**Finance 2 - External and Cost Accounting Advanced (FIN2IL)**

Degree course	ILM.ba
Course title	Finance 2 - External and Cost Accounting Advanced
Course code	FIN2IL
Level	Bachelor
Term	SS26
Lecturer	Anja Sturm
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Preparation of balance sheet and profit and loss account
- Annual financial statement analysis with key figures
- Basics of company taxation
- Full cost accounting
- Partial cost accounting and its application areas
- Special features of cost accounting in various industries
- Activity-based costing
- Basics of controlling

Prerequisites:

n.a.

Lecture/Seminar profile:**German II (GER2IL)**

Degree course	ILM.ba
Course title	German II
Course code	GER2IL
Level	Bachelor
Term	SS26
Lecturer	Gerhard Forsthuber
Contact hours per week	3
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
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	SS26
Lecturer	
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:**Global B2B-Marketing (IO-B2B)**

Degree course	ILM.ba
Course title	Global B2B-Marketing
Course code	IO-B2B
Level	Bachelor
Term	SS26
Lecturer	Sophie Wiesinger
Contact hours per week	1
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Conflict Management (IO-CM)**

Degree course	ILM.ba
Course title	Conflict Management
Course code	IO-CM
Level	Bachelor
Term	SS26
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:**German for Beginners (IO-GB)**

Degree course	ILM.ba
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	SS26
Lecturer	Susanne Schachermayr
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Learning objectives:

n.a.

Content:

Students learn to communicate in a range of situations in both public and private context as well as in education oriented situations

Students learn to read and understand written texts at beginner's level

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

Students will acquire a command of basic grammar of German

Acquisition and development of basic vocabulary

Structure:

Pronunciation practice

Role-plays aimed at internalization of oral contexts

The course will aim to deal with input related specifically to the needs and interests of the group

Prerequisites:

n.a.

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

Degree course	ILM.ba
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	SS26
Lecturer	Barbara Reisenbichler
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Learning objectives:

n.a.

Content:

Students learn to communicate in a range of situations in both public and private context as well as in education oriented situations

Students learn to read and understand written texts at lower intermediate's level

Students will be able to practice writing texts

Students will acquire a command of grammar at intermediate's level

Acquisition and development of vocabulary at intermediate's level

Structure:

Role-plays aimed at internalization of oral contexts

The course will aim to deal with input related specifically to the needs and interests of the group

Prerequisites:

Basics of German Grammar/Vocabulary in certain situations

Prerequisites:

n.a.

Lecture/Seminar profile:**International Business (IO-IB)**

Degree course	ILM.ba
Course title	International Business
Course code	IO-IB
Level	Bachelor
Term	SS26
Lecturer	
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:**Intercultural Management "Mastering Strategy in Intercultural Environments" (IO-IM)**

Degree course	ILM.ba
Course title	Intercultural Management "Mastering Strategy in Intercultural Environments"
Course code	IO-IM
Level	Bachelor
Term	SS26
Lecturer	Ahu Seda Genis-Gruber
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

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

Content:

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

The course will concentrate on topics:

- Culture, cultural differences and their boundaries
- Cultural dimensions
- Cultural standards
- Managing Interdependence „Social Responsibilities and Ethics“
- Intercultural communication
- International Negotiation
- Teamwork with diverse team members
- Formulating Strategy in Multicultural Environments
- Sending employees on foreign assignments “Expatriation”
- Current issues in intercultural management and potential solutions

Lecture/Seminar profile:**Leadership (IO-LS)**

Degree course	ILM.ba
Course title	Leadership
Course code	IO-LS
Level	Bachelor
Term	SS26
Lecturer	Christine Ebner
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 of 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:**Microeconomics and Electricity Markets (IO-MIC)**

Degree course	ILM.ba
Course title	Microeconomics and Electricity Markets
Course code	IO-MIC
Level	Bachelor
Term	SS26
Lecturer	Matthias Unterbuchsachner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

This course provides students with a comprehensive understanding of economic fundamentals from both theoretical and applied perspectives. Starting with an introduction to key microeconomic concepts such as markets, supply and demand, welfare and elasticity, the course enables students to critically analyse how resources are allocated and the impact of policy interventions on economic outcomes.

Content:

Building on this foundation, students are introduced to the principles of electricity market economics — a vital subject in the context of climate policy, energy transition and infrastructure investment. Through the examination of electricity demand, generation technologies, market design, system operation and regulatory frameworks, students will learn to apply economic reasoning to the real-world challenges of the energy sector.

Prerequisites:

n.a.

Lecture/Seminar profile:**Cross-Cultural Negotiations (IO-NEG)**

Degree course	ILM.ba
Course title	Cross-Cultural Negotiations
Course code	IO-NEG
Level	Bachelor
Term	SS26
Lecturer	Sophie Wiesinger
Contact hours per week	1
ECTS credits	2
Course type	Seminar
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

The students...

- ... know the basic concepts of business negotiations (e.g. Harvard concept, A6 model, process models,...)
- ... know and understand the types and reasons for business negotiations
- ... know and understand the influence of personality types on business negotiations (e.g. McLean, Buying Center,...)
- ... understand the importance of body language as part of business negotiations
- ... understand the importance of intercultural differences for global negotiations
- ... understand the influence of megatrends such as AI on negotiations
- ... apply what they have learnt about negotiation in role plays and case studies

Content:

Methods & Activities:

- presentation/input
- case studies, group exercises and role plays
- readings of relevant articles
- individual reflection tasks
- guest lecture

Prerequisites:

n.a.

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

Degree course	ILM.ba
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	SS26
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	50

Learning objectives:

n.a.

Content:

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

This aim should be reached by various tasks in and outside the classroom, so that students are “forced” to approach new people, find information in the real world and not only in the virtual world. Furthermore the course aims at raising the personal awareness for the students themselves but also for the surrounding world (people, place).

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

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

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

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

Prerequisites:

n.a.

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

Degree course	ILM.ba
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	SS26
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	50

Learning objectives:

n.a.

Content:

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Logistics Management in Retail and Distribution (LOM2IL)**

Degree course	ILM.ba
Course title	Logistics Management in Retail and Distribution
Course code	LOM2IL
Level	Bachelor
Term	SS26
Lecturer	Oliver Schauer, Viktoria Hauder
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Transportation and route planning: classic transportation problem, systematization of route planning problems, essential framework conditions, simple solution procedures.
 - Interfaces to marketing and sales
 - Warehouse structures in retail
 - Supply concepts in retail
 - Last Mile
 - Planning distribution networks
 - Online retailing
 - Case studies and exercises
- Excursion to a retail company (e.g. DM, Hofer) planned.

Prerequisites:

n.a.

Lecture/Seminar profile:**Process- and Quality Management (PQM2IL)**

Degree course	ILM.ba
Course title	Process- and Quality Management
Course code	PQM2IL
Level	Bachelor
Term	SS26
Lecturer	Wolfgang Ortner
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Organizational anchoring of process management in companies, introduction of process management.
- Characteristics and types of processes
- Process life cycle and phases of PM projects for process design
- Methods for process survey and their target-oriented application
- Selected representation and modeling methods for processes
- Methods for analyzing the efficiency of processes
- Methods for measuring the maturity of processes and the process management of a company
- Concept of reference models and selected reference models of logistics

Prerequisites:

n.a.

Lecture/Seminar profile:**Social Competence Training 2 - Meeting Facilitation and Presentation Skills (SKT2IT)**

Degree course	ILM.ba
Course title	Social Competence Training 2 - Meeting Facilitation and Presentation Skills
Course code	SKT2IT
Level	Bachelor
Term	SS26
Lecturer	Theresa Irresberger, Daniel Mendl, Barbara Bohrn, Kerem Steiner
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Creation of presentations with different tools and in different situations.
- Basics of personal presentation (script, appearance, body language, etc.)
- Presentation exercises and feedback
- Application of the contents on the basis of practical examples
- Methods of moderation and opinion forming in groups
- Assessment of the situation-adequate use of the moderation method on the basis of objectives and group-dynamic conditions
- Moderation script including resource planning
- Application of the contents on the basis of practical examples

Prerequisites:

n.a.

Lecture/Seminar profile:**Academic Work (WIS2SE)**

Degree course	ILM.ba
Course title	Academic Work
Course code	WIS2SE
Level	Bachelor
Term	SS26
Lecturer	Lisa-Maria Putz-Egger, Andrea Massimiani
Contact hours per week	1
ECTS credits	2
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Basics of scientific work:
- Finding and formulating a research question
- Forming lines of argument and argumentation techniques
- Formal structure and form of a scientific paper
- Literature research (types of literature, catalogs and indices, searching in literature databases and library catalogs)
- Use of literature including literature analysis (analysis of scientific work according to objective, thread and scientific method). Methodology)
- Structure of scientific articles and papers
- Scientific writing and formulation ("scientific language")

Prerequisites:

n.a.

Lecture/Seminar profile:

Datamanagement II (DMT2LB)

Degree course	MAB.ba
Course title	Datamanagement II
Course code	DMT2LB
Level	Bachelor
Term	SS26
Lecturer	Gerald Petz, Dietmar Nedbal
Contact hours per week	2
ECTS credits	2
Course type	Laboratory session
Examinations	written examination
Language of instruction	German/English
Places for international students	8

Content:

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

Prerequisites:

- Fundamentals of databases (cf. [http://www.cherrycreekeeducation.com/bbk/b/Pearson Database Systems A Practical Approach to Design Implementation and Management 6th Global Edition 1292061189.pdf](http://www.cherrycreekeeducation.com/bbk/b/Pearson_Database_Systems_A_Practical_Approach_to_Design_Implementation_and_Management_6th_Global_Edition_1292061189.pdf))
 - Relational model and languages
 - Relational algebra
 - SQL – Data Manipulation (cf. <https://www.w3schools.com/sql/default.asp>)
 - Experience with MS Access or other relational databases (e.g. MySQL, MS SQL Server, ...)
- MS Excel
 - Fundamentals
 - Pivot-tables

Lecture/Seminar profile:**English IV (ENG4UE)**

Degree course	MAB.ba
Course title	English IV
Course code	ENG4UE
Level	Bachelor
Term	SS26
Lecturer	Frank Cromack, Sarah Habsburg-Lothringen
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	8

Learning objectives:

n.a.

Content:

- Strong subject related focus
- Structured writing
- Intensive reading
- Rhetorical skills for the business leader
- Non profit areas and philanthropy
- Vocabulary extension
- Case discussions
- Needs based input

Prerequisites:

n.a.

Lecture/Seminar profile:**Advanced Business English II (ENA4UE)**

Degree course	SPMT.ba
Course title	Advanced Business English II
Course code	ENA4UE
Level	Bachelor
Term	SS26
Lecturer	Frank Cromack
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Business English II (ENG2UE)**

Degree course	SPMT.ba
Course title	Business English II
Course code	ENG2UE
Level	Bachelor
Term	SS26
Lecturer	Kristina Jilly
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

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

Topics dealt with from the field of Production and Management

Prerequisites:

n.a.

Lecture/Seminar profile:**Brand Management (BB_BRM2IC)**

Degree course	GSMM.ma
Course title	Brand Management
Course code	BB_BRM2IC
Level	Master
Term	SS26
Lecturer	Pavel Strach
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Change Management (BB_CHM2IC)**

Degree course	GSMM.ma
Course title	Change Management
Course code	BB_CHM2IC
Level	Master
Term	SS26
Lecturer	Barbara Bohrn
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Digital Culture and Global Leadership (BB_DCG2IC)**

Degree course	GSMM.ma
Course title	Digital Culture and Global Leadership
Course code	BB_DCG2IC
Level	Master
Term	SS26
Lecturer	Richard Griffith
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Economics (BB_ECO2IC)**

Degree course	GSMM.ma
Course title	Economics
Course code	BB_ECO2IC
Level	Master
Term	SS26
Lecturer	Wolfgang Schwaiger
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

International Law (BB_ILA2IC)

Degree course	GSMM.ma
Course title	International Law
Course code	BB_ILA2IC
Level	Master
Term	SS26
Lecturer	Robert Reitmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

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

Lecture/Seminar profile:**Marketing and Sales Performance Measurement (BB_MSP2IC)**

Degree course	GSMM.ma
Course title	Marketing and Sales Performance Measurement
Course code	BB_MSP2IC
Level	Master
Term	SS26
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Resilience Lab/Negotiation in crisis (BB_RLNIT)**

Degree course	GSMM.ma
Course title	Resilience Lab/Negotiation in crisis
Course code	BB_RLNIT
Level	Master
Term	SS26
Lecturer	Constanze Dostal
Contact hours per week	1
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- ☐ Personal resilience
- ☐ Organizational resilience
- ☐ Negotiating in stressful situations and in crisis

Prerequisites:

n.a.

Lecture/Seminar profile:**Sales Enablement (BB_SAE2IC)**

Degree course	GSMM.ma
Course title	Sales Enablement
Course code	BB_SAE2IC
Level	Master
Term	SS26
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

Learning objectives:

n.a.

Content:

Implementing Sales Enablement:

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

Applying Commercial Excellence:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Sustainable Development Goals (SDG2IL)**

Degree course	DBM.ma
Course title	Sustainable Development Goals
Course code	SDG2IL
Level	Master
Term	SS26
Lecturer	Georg Redlhammer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

Upon completion of this course, students are able to...:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Global HRM (GHR2IL)**

Degree course	HRM.ma
Course title	Global HRM
Course code	GHR2IL
Level	Master
Term	SS26
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

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Intercultural Management I (ICU2IL)**

Degree course	HRM.ma
Course title	Intercultural Management I
Course code	ICU2IL
Level	Master
Term	SS26
Lecturer	Hannes Hofstadler
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:**Digitalization in Finance and Accounting (DF2IL)**

Degree course	CRFM.ma
Course title	Digitalization in Finance and Accounting
Course code	DF2IL
Level	Master
Term	SS26
Lecturer	Andre Gramlich
Contact hours per week	3
ECTS credits	6
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Big data, different types of machine learning and algorithms

Robotic process automation (RPA)

Cloud computing

Forms of cybercrime & cybersecurity

Process mining

iXBRL in reporting

IT project and process management

Working with selected software tools from the above area

In-depth examination of selected practical problems from accounting, controlling, risk management and treasury

Prerequisites:

n.a.

AI-Enhanced Presentation Design

Content

This course aims to provide you with key concepts, state of the art tools and practical applications of presentation to create appealing business presentations.

- Design fundamentals for business presentations
- Basics of visual composition and arranging information in a visually appealing way.
- Using media and diagrams to enhance audience engagement.
- AI powered text-to-picture generation (Adobe Firefly)
- Introduction to text-to-picture tools and features.
- Exercises on generating images
- Refining generated images to ameliorate their appeal and relevance to presentation contents

Dates

01.04.2026	15:00 - 19:00	Online
23.04.2026	15:00 - 19:00	Campus Steyr / DigiSpace

Additional online-meetings by arrangement.

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

- AI powered text-to-picture generation (Adobe Firefly)
- Introduction to text-to-picture tools and features.
- Exercises on generating images
- Refining generated images to ameliorate their appeal and relevance to presentation contents

LEVEL

→ Bachelor

PREREQUISITES

→ Basic computer and presentation skills

COURSE

→ Integrated course

CREDITS

→ 2 ECTS

UNITS

→ 15

EXAMINATION MODE

- Participation in lecture and home-work
- Project work

LANGUAGE

→ English

WHERE & HOW

- Campus Steyr / DigiSpace
- Online (MS Teams)
- E-Learning (self studies)

LECTURER

→ Gabriel Arthofer BA MSc

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 focusses 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 different battery technologies, system integration, legal framework, funding for battery technologies.

This course is part of the master degree programs AET.ma and SES.ma.

Dates*

*will be announced in a few weeks

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

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

Deep Learning for Engineers

Content

After successfully completing the course, you will have an overview of machine learning in technical applications. You will be able to manage data and deep learning network models in Python, understand the neural networks engine, design, train, and optimize a deep neural network, and apply transfer learning to common networks.

- Categories of Machine-Learning: Examples of application in smart energy and manufacturing systems
- Data preprocessing in Python
- Basics of Neural Networks (NN)
- Building, Training and Evaluating NNs
- Convolutional Neural Networks (CNN)
- CNN Case Studies and Application Notes
- Optimization,
- Transfer Learning
- Object Detection

Dates

10.03.2026	16:15 - 18:50	Campus Linz
17.03.2026	16:15 - 18:50	Campus Linz
24.03.2026	16:15 - 18:50	Campus Linz
31.03.2026	16:15 - 18:50	Campus Linz
07.04.2026	16:15 - 18:50	Campus Linz
14.04.2026	16:15 - 18:50	Campus Linz
21.04.2026	16:15 - 18:50	Campus Linz
28.04.2026	16:15 - 18:50	Campus Linz
05.05.2026	16:15 - 18:50	Campus Linz
12.05.2026	16:15 - 18:50	Campus Linz

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

LEVEL

→ Bachelor / Master

PREREQUISITES

→ Basic knowledge in writing common algorithms and in handling data structures in a high-level programming language

COURSE

→ Integrated Course

CREDITS

→ 3 ECTS 2 SWS

UNITS

→ 30

EXAM

→ Immanent
→ Project

LANGUAGE

→ English

WHERE & HOW

→ Campus Linz

LECTURER

→ DI Dr. Herbert Grömer

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 **04.03.2026**.

This course will definitely take place.

Registration

1. Please register through our form <https://forms.office.com/e/iUCWZgEdQ5> **AND** send your application to the Formula student team: formula.student@fh-ooe.at
2. if accepted: clarify with your degree programme director whether ECTS can be credited as a compulsory elective course.
3. if yes, enrolment in the elective course and activation for all project-relevant systems (MS teams, CAD) follows.

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 'FHOÖE Racing Team - Studentischer Verein zur Förderung von Forschung, Bildung und Entwicklung für die österreichische Wissenschaft' with all rights and obligations.

Global Startup develop- ment

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

09.04.2026	13:30 - 17:00	Tabakfabrik Linz
16.04.2026	13:30 - 17:00	Tabakfabrik Linz
23.04.2026	13:30 - 17:00	Tabakfabrik Linz
30.04.2026	13:30 - 17:00	Tabakfabrik Linz
07.05.2026	13:30 - 17:00	Tabakfabrik Linz
14.05.2026	13:30 - 17:00	Tabakfabrik Linz

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

LEVEL

→ Bachelor / Master

PREREQUISITES

→ None

COURSE

→ Integrated course

CREDITS

→ 2 ECTS 2 SWS

UNITS

→ 30 in total

EXAM

- Value Proposition Model
- Canvas
- Business Plan
- Pitchvideo

LANGUAGE

→ English

WHERE & HOW

→ Tabakfabrik Linz (Raum Arena)

LECTURER

→ FH-Prof. Dr. Gerold Weisz

Hydrogen Technology

Content

This course aims to give an understanding of how electrochemical, electrical, mechanical and thermal storage systems work. You know the operation of storage systems and their integration into comprehensive energy systems. You will learn to master the methods for dimensioning storage systems, taking into account generation and energy demand.

Following topics will be part of the course:

→ Available energy resources, chemical fundamentals, hydrogen production, areas of application of hydrogen, hydrogen infrastructure and technology, safety aspects, fundamentals of the fuel cell, areas of application of the fuel cell

This course is part of the master degree programs AET.ma and SES.ma.

Dates*

*will be announced in a few weeks

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

LEVEL

→ Master

PREREQUISITES

→ None

COURSE

→ Lecture

CREDITS

→ 3 ECTS 2 SWS

UNITS

→ 30

EXAM

→ Written exam

LANGUAGE

→ English

WHERE & HOW

→ Campus Wels

LECTURER

→ Dipl.-Ing. Wolfgang Maurer BSc

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

02.03.2026	18:05 - 21:35	Online
09.03.2026	18:05 - 21:35	Online
16.03.2026	18:05 - 21:35	Online
23.03.2026	18:05 - 21:35	Online
30.03.2026	18:05 - 21:35	Online
13.04.2026	18:05 - 21:35	Online
20.04.2026	18:05 - 21:35	Online
27.04.2026	18:05 - 21:35	Online

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

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. Dr. techn. Thomas Grurl
BSc MSc

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

02.03.2026	14:00 - 18:00	Online
04.03.2026	14:00 - 18:00	Online
06.03.2026	14:00 - 18:00	Online
09.03.2026	14:00 - 18:00	Online
11.03.2026	14:00 - 18:00	Online
13.03.2026	14:00 - 18:00	Online
13.04.2026	15:00 - 19:00	Online
15.04.2026	15:00 - 19:00	Online
17.04.2026	15:00 - 19:00	Online
20.04.2026	15:00 - 19:00	Online
22.04.2026	15:00 - 19:00	Online
24.04.2026	15:00 - 19:00	Online

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

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 OÖE 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 March on.

Infosession 17.02.2026 16:30 - 17:45
SAS Specializations: Focus generic Business or Life Sciences – and why this might be a great move for your career path

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzFiZTY4MzItMTQ1Yi00ZTgx-LTgxZWYtNGQxY2NiYzc3NTVI%40thread.v2/0?context=%7b%22id%22%3a%22f88d4b73-6bb2-4b9a-abc7-eb96e5a6407c%22%2c%22oid%22%3a%220f181206-aacd-48e2-8396-d19f39576b64%22%7d

Besprechungs-ID: 383 400 200 616 75
Kennung: nW2cH3Q3

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

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

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 OÖ and SAS).

Dates

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

Infosession 17.02.2026 16:30 - 17:45
SAS Specializations: Focus generic Business or Life Sciences – and why this might be a great move for your career path

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzFiZTY4MzItMTQ1Yi00ZTgx-LTgxZWYtNGQxY2NiYzc3NTVI%40thread.v2/0?context=%7b%22Tid%22%3a%22f88d4b73-6bb2-4b9a-abc7-eb96e5a6407c%22%2c%22Oid%22%3a%220f181206-aacd-48e2-8396-d19f39576b64%22%7d

Besprechungs-ID: 383 400 200 616 75
Kennung: nW2cH3Q3

Registration

<https://forms.office.com/e/iUCWZgEdQ5>

LEVEL

→ Bachelor / Master

PREREQUISITES

- programming 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