UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

Course Offer

for Incoming Exchange Students

Winter semester 2025-2026

School of Business and Management

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 winter semester 2025/2026

- Recommended Arrival Date: 21st – 22nd September 2025
- Orientation Week: 23rd – 30th September 2025 (attendance obligatory!)
- Lectures during the semester: 1st October 2025 –30th January 2026
- Examination period: throughout the semester until 15th February 2026 (presence of the student in this period is mandatory!)
- Christmas holidays: 22nd December 2025 – 5th January 2026

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	ENE1UE	English 1 - Introduction to professional communication skills	Practice-oriented session	1	Bachelor	3	8
CRF.ba	PRO3SE	GERMAN Project Management	Seminar	3	Bachelor	2,5	9
CRF.ba	SCM3VO	GERMAN Supply Chain Management	Lecture	3	Bachelor	1,5	10
CRF.ba	VWL1VO	GERMAN Macro- and Microeconomics	Lecture	1	Bachelor	3	11
Global Sales and Marketing (Bachelor, Steyr Campus)							
GSM.ba	BBM1IC	Introduction to B2B Marketing	Integrated course	1	Bachelor	3	12
GSM.ba	EBW5IC	Ethics and Business Ethics in a Worldwide Comparison	Integrated course	5	Bachelor	2	14
GSM.ba	ELEC1I	Elective Course 1 - InnoCamp36	Integrated course	5	Bachelor	3	15
GSM.ba	ELEC1I	Elective Course 1 - Managing Across Borders and Cultures	Integrated course	5	Bachelor	3	16
GSM.ba	ELEC2I	Elective Course 2 - Positive Leadership	Integrated course	5	Bachelor	3	17
GSM.ba	GBM5IC	Global B2B Sustainable Marketing Case Study	Integrated course	5	Bachelor	2	18
GSM.ba	ICM1IC	Intercultural Management and Sales	Integrated course	1	Bachelor	5	19
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	23
GSM.ba	STP1IC	Sustainable Strategic Planning for Marketing	Integrated course	1	Bachelor	4	25
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	BWL1VO	Business Administration 1	Lecture	1	Bachelor	3	27
ILM.ba	DTM1UE	Datamanagement for Logistics	Practice-oriented session	1	Bachelor	3	28

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	ENG1IL	English I	Integrated course	1	Bachelor	4,5	30
ILM.ba	FIN1IL	Finance I - External and Cost Accounting Basics	Integrated course	1	Bachelor	4,5	31
ILM.ba	GER1IL	German I (A2 level – intensive)	Integrated course	1	Bachelor	6	32
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	1	Bachelor	4	33
ILM.ba	IO-ACFV	Applied Corporate Finance for Valuation	Integrated course	1	Bachelor	3	34
ILM.ba	IO-CM	Conflict Management	Seminar	1	Bachelor	3	35
ILM.ba	IO-ECO	Applied Economics: Theoretical Concepts with Real-World Development	Integrated course	1	Bachelor	3	36
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	1	Bachelor	2	37
ILM.ba	IO-GB	German for Beginners	Integrated course	1	Bachelor	4	38
ILM.ba	IO-GI	German Intermediate	Integrated course	1	Bachelor	4	39
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	1	Bachelor	4	40
ILM.ba	IO-IB	International Business	Integrated course	1	Bachelor	2	41
ILM.ba	IO-IM	Intercultural Management "Mastering Strategy in Intercultural Environments"	Lecture	1	Bachelor	3	42
ILM.ba	IO-LS	Leadership	Integrated course	1	Bachelor	3	44
ILM.ba	LOM1VO	Logistics Management 1 - Basics	Lecture	1	Bachelor	3	45
ILM.ba	STB1IL	Sustainability in Logistics	Integrated course	1	Bachelor	3,1	46
ILM.ba	TUL1VO	Logistics Fundamentals on Transport, Handling and Warehousing	Lecture	1	Bachelor	3	47

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Marketing and Digital Business (Bachelor, Steyr Campus)							
MAB.ba	DMA5LB	GERMAN Digital Marketing 5 - Optimization	Laboratory session	5	Bachelor	1	48
MAB.ba	EBZ5IL	Only with prerequisites!! Page 48 E-Business 5 - Business plan Design	Integrated course	5	Bachelor	4,5	49
MAB.ba	ENG1UE	English I - basics	Practice-oriented session	1	Bachelor	3	50
Smart Production and Management (Bachelor, Steyr Campus)							
SPMT.ba	ENA3UE	Advanced Business English I	Practice-oriented session	3	Bachelor	3	51
SPMT.ba	ENG1UE	Business English I	Practice-oriented session	1	Bachelor	3	52
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB FIV3IL	Financial Engineering/International Capital Market	Integrated course	3	Bachelor	4	53
CRF.ba	BB MAS3IL	Marketing & Sales	Integrated course	3	Bachelor	3	54
CRF.ba	BB ORG3IL	GERMAN Organization	Integrated course	3	Bachelor	1,5	55
CRF.ba	BB SKV3IT	GERMAN Social Skills training 3 - Presentation & Communication	Individual Training	3	Bachelor	1	56
CRF.ba	BB STR3IL	Strategic Corporate Planning	Integrated course	3	Bachelor	4	57
International Logistics Management (Bachelor - Part Time, Steyr Campus)							
ILM.ba	BB GLL3SE	Case Studies on Global Logistics	Seminar	3	Bachelor	4	58
ILM.ba	BB INT3SE	Intercultural Management	Seminar	3	Bachelor	3,5	59
ILM.ba	BB MAP3IL	Marketing and HR-Management	Integrated course	3	Bachelor	4,5	60
ILM.ba	BB MEC3VO	Macroeconomics	Lecture	3	Bachelor	3	62
ILM.ba	BB NEG3SE	Negotiations	Seminar	3	Bachelor	4	63

Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing (Master, Steyr Campus)							
GSMM.ma	M_CCM3IC	Cross-Cultural Marketing	Integrated course	3	Master	2	64
GSMM.ma	M_CJL3IT	Customer Journey Lab	Individual Training	3	Master	3	65
GSMM.ma	M_DCT1IL	Digital Creativity Tools	Integrated course	1	Master	4	66
GSMM.ma	M_DTM1IC	Digital Transformation in Marketing and Sales	Integrated course	1	Master	2	67
GSMM.ma	M_FIB1IC	Finance and Budgeting for Marketing and Sales	Integrated course	1	Master	4	68
GSMM.ma	M_GAN3IC	Global Accounts and Network Management	Integrated course	3	Master	3	69
GSMM.ma	M_GNT3IT	Global Negotiation Training	Individual Training	3	Master	1	70
GSMM.ma	M_GPM3IC	Global Price Management	Integrated course	3	Master	2	71
GSMM.ma	M_IBM1IC	International B2B Marketing	Integrated course	1	Master	2	72
GSMM.ma	M_IPR3IT	International Procurement	Individual Training	3	Master	1	73
GSMM.ma	M_KAM1IC	Key Account Management	Integrated course	1	Master	2	74
GSMM.ma	M_MBA3IC	Market and Business Analytics	Integrated course	3	Master	4	75
GSMM.ma	M_SAM1IC	Sales Management	Integrated course	1	Master	2	76
GSMM.ma	M_SFL1IC	Sales Force Leadership	Integrated course	1	Master	2	77
GSMM.ma	M_SIM3IC	Service and Innovation Management	Integrated course	3	Master	2	78
GSMM.ma	M_SSE1IC	Servitization and Service Excellence	Integrated course	1	Master	3	79
GSMM.ma	M_SSM3IC	Sales Subsidiary Management	Integrated course	3	Master	2	80
GSMM.ma	M_STE1IC	Strategic thinking and execution	Integrated course	1	Master	3	81

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing (Master, Steyr Campus)							
GSMM.ma	M_VBM1IC	Value Based Marketing	Integrated course	1	Master	2	82
GSMM.ma	M_VBS1IC	Value Based Sales	Integrated course	1	Master	2	83
Operations Management (Master, Steyr Campus)							
OMT.ma	FUE1IL	GERMAN Human Capital Management and Diversity	Integrated course	1	Master	3	84
OMT.ma	GMI3IL	GERMAN Business Model Innovation	Lecture	3	Master	3	85
OMT.ma	NEG3IT	GERMAN Negotiation	Individual Training	3	Master	2	86
Controlling, Accounting and Financial Management (Master - Part Time, Steyr Campus)							
CRFM.ma	BB WI23IL	Compulsory Elective 2 - Asset Management und Behavioral Finance	Integrated course	3	Master	3	87
Global Sales and Marketing (Master - Part Time, Steyr Campus)							
GSMM.ma	BB_CCM3IC	Cross-Cultural Marketing	Integrated course	3	Master	2	88
GSMM.ma	BB_CJL3IT	Customer Journey Lab	Individual Training	3	Master	3	89
GSMM.ma	BB_DCT1IL	Digital Creativity Tools	Integrated course	1	Master	4	90
GSMM.ma	BB_DTM1IC	Digital Transformation in Marketing and Sales	Integrated course	1	Master	2	91
GSMM.ma	BB_FIB1IC	Finance and Budgeting for Marketing and Sales	Integrated course	1	Master	4	92
GSMM.ma	BB_GAN3IC	Global Accounts and Network Management	Integrated course	3	Master	3	93
GSMM.ma	BB_GNT3IT	Global Negotiation Training	Individual Training	3	Master	1	94
GSMM.ma	BB_GPM3IC	Global Price Management	Integrated course	3	Master	2	95
GSMM.ma	BB_IBM1IC	International B2B Marketing	Integrated course	1	Master	2	96
GSMM.ma	BB_IPR3IT	International Procurement	Individual Training	3	Master	1	97
GSMM.ma	BB_KAM1IC	Key Account Management	Integrated course	1	Master	2	98

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_MBA3IC	Market and Business Analytics	Integrated course	3	Master	4	99
GSMM.ma	BB_SAM1IC	Sales Management	Integrated course	1	Master	2	100
GSMM.ma	BB_SFL1IC	Sales Force Leadership	Integrated course	1	Master	2	101
GSMM.ma	BB_SIM3IC	Service and Innovation Management	Integrated course	3	Master	2	102
GSMM.ma	BB_SSE1IC	Servitization and Service Excellence	Integrated course	1	Master	3	103
GSMM.ma	BB_SSM3IC	Sales Subsidiary Management	Integrated course	3	Master	2	104
GSMM.ma	BB_STE1IC	Strategic thinking and execution	Integrated course	1	Master	3	105
GSMM.ma	BB_VBM1IC	Value Based Marketing	Integrated course	1	Master	2	106
GSMM.ma	BB_VBS1IC	Value Based Sales	Integrated course	1	Master	2	107
Human Resource Management (Master - Part Time, Steyr Campus)							
HRM.ma	CUL3UE	Intercultural Management II	Practice-oriented session	3	Master	3	108
HRM.ma	GHR2IL	Global HRM	Integrated course	2	Master	1,5	109
Operations Management (Master - Part Time, Steyr Campus)							
OMT.ma	FUE1IL	GERMAN Human Capital Management and Diversity	Integrated course	1	Master	3	110

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.

Campus	Course unit code	Course unit title	Course type	Level	ECTS	Page
Wels	ACO	Agile Coach	Integrated course	Master	2	111
Steyr	APD	AI-Enhanced Presentation Design	Integrated course	Bachelor	2	112
Wels	EMO	E-Mobility	Lecture	Master	2,5	113
Wels	FSP	Formula Student Project	Integrated course	Bachelor / Master	4	114
Online	IPP	Introduction to Python Programming	Integrated course	Bachelor	2	115
Online	EQC	Introduction to Quantum Computing	Integrated course	Bachelor	3	116
Linz	NDL	Neural Networks and Deep Learning	Integrated course	Master	3	117
Self-study course / online	SAS	SAS Business Analytics Specialist	Integrated course & online workshop	Bachelor / Master	6	118
Linz	DME	Sustainable Design in Medical Engineering	Integrated course	Bachelor / Master	1	119
Online	TAI	Trustworthy AI: Ethics, Human Factors & AI ACT	Lecture	Bachelor / Master	1	120
Online	NELS	Next Level Skills for Student Leaders	Interactive online sessions	Bachelor / Master	3	121

To register for the elective courses, please, follow the registration details on the page with course description **OR** write to your international coordinator at FH OÖ to be enrolled for the course. Deadline is 29th August!

This applies ONLY for elective courses above!

Lecture/Seminar profile:

English 1 - Introduction to professional communication skills (ENE1UE)

Degree course	CRF.ba
Course code	ENE1UE
Level	Bachelor
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Content:
Human Resources, talent management and diversity. Organisations, company structures, family businesses, team building. Giving and receiving feedback in presentations

The course aims to focus on extension of competence in all relevant language skills. In the context of the above topics the following skills are practised:

- reading (skimming, scanning, reading for specific infor-mation)
- speaking (interactively in pairs and groups: discussions and collaborative problem solving)
- presentation skills
- writing (including: formal and informal articles, reports, let-ters, emails)
- listening (a variety of note taking and true/ false or multiple-choice question types)
- vocabulary building and word formation
- error correction (identifying errors in grammar, spelling and punctuation)

NR.	DATUM	BEGINN	ENDE
1	Di. 07.10.2025	09:40	12:05
2	Di. 14.10.2025	09:40	12:05
3	Di. 21.10.2025	09:40	12:05
4	Di. 04.11.2025	09:40	12:05
5	Di. 11.11.2025	09:40	12:05
6	Di. 18.11.2025	09:40	12:05
7	Di. 25.11.2025	09:40	12:05
8	Di. 09.12.2025	09:40	12:05
9	Di. 16.12.2025	09:40	12:05
10	Do. 08.01.2026	09:40	12:05
11	Mo. 12.01.2026	09:40	12:05
12	Mo. 19.01.2026	09:40	12:05
13	Do. 22.01.2026	09:40	12:05
14	Di. 27.01.2026	09:40	12:05
15	Do. 29.01.2026	09:40	12:05
16	Fr. 30.01.2026 - exam	13:00	15:00

Lecture/Seminar profile:

Project Management (PRO3SE)

Degree course	CRF.ba
Level	Bachelor
Lecturer	Christoph Schwaiger
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

NR.	DATUM	BEGINN	ENDE
1	Mi. 10.09.2025	08:00	12:05
2	Fr. 10.10.2025	15:30	19:35
3	Fr. 17.10.2025	15:30	19:35
4	Sa. 25.10.2025	08:00	12:05

Lecture/Seminar profile:

Supply Chain Management (SCM3VO)

Course title	Supply Chain Management
Course code	SCM3VO
Level	Bachelor
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

NR.	DATUM	BEGINN	ENDE
1	Sa. 13.12.2025	08:00	12:05
2	Fr. 09.01.2026	15:30	19:35
3	Sa. 17.01.2026	13:00	17:05

Lecture/Seminar profile:

Macro- and Microeconomics (VWL1VO)

Degree course	CRF.ba
Course title	Macro- and Microeconomics
Course code	VWL1VO
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

NR.	DATUM	BEGINN	ENDE
1	Do. 13.11.2025	14:40	17:55
2	Do. 20.11.2025	14:40	17:55
3	Do. 04.12.2025	14:40	17:55
4	Do. 11.12.2025	14:40	17:55
5	Do. 18.12.2025	14:40	17:55

Lecture/Seminar profile:

Introduction to B2B Marketing (BBM1IC)

Degree course	GSM.ba
Course title	Introduction to B2B Marketing
Course code	BBM1IC
Level	Bachelor
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz, Andreas Zehetner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	8

Learning objectives:
n.a.

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

Prerequisites:
n.a.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	12:10	14:35
2	Di. 14.10.2025	09:40	12:05
3	Do. 23.10.2025	09:40	12:05
4	Di. 28.10.2025	09:40	12:05
5	Do. 13.11.2025	09:40	12:05
6	Do. 20.11.2025	13:50	16:15
7	Do. 27.11.2025	09:40	12:05
8	Do. 11.12.2025	09:40	12:05
9	Do. 18.12.2025	09:40	12:05
10	Di. 20.01.2026	09:40	12:05

Group 2

NR.	DATUM	BEGINN	ENDE
1	Do. 02.10.2025	09:40	12:05
2	Mi. 08.10.2025	15:00	17:25
3	Di. 14.10.2025	09:40	12:05
4	Di. 28.10.2025	09:40	12:05
5	Do. 13.11.2025	09:40	12:05
6	Do. 20.11.2025	13:50	16:15
7	Do. 27.11.2025	09:40	12:05
8	Mi. 10.12.2025	12:10	14:35
9	Di. 16.12.2025	09:40	12:05
10	Di. 20.01.2026	09:40	12:05

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	WS25/26
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

Group 1

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	10:30	12:05
2	Do. 15.01.2026	08:00	12:05
3	Do. 15.01.2026	13:00	17:05
4	Fr. 16.01.2026	13:00	15:25

Group 2

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	08:45	10:20
2	Mi. 14.01.2026	08:00	12:05
3	Mi. 14.01.2026	13:00	17:05
4	Fr. 16.01.2026	09:40	12:05

Lecture/Seminar profile:

Elective Course 1 (ELEC1I) - InnoCamp36

Degree course	GSM.ba
Course title	Elective Course - InnoCamp36
Course code	ELEC1I - INC5PR
Level	Bachelor
Term	WS25/26
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 **5th and 6th November 2025**

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 programmes 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/studienangebot/global-sales-and-marketing-master/innocamp36

NR.	DATUM	BEGINN	ENDE
1	Mi. 05.11.2025	08:00	22:00
2	Do. 06.11.2025	08:00	19:35

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	WS25/26
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 culturalmanagement 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 uncertainsituations
•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

NR.	DATUM	BEGINN	ENDE
1	Mo. 01.12.2025	13:00	17:05
2	Di. 02.12.2025	13:00	17:05
3	Mi. 03.12.2025	13:00	17:05
4	Fr. 05.12.2025	08:00	12:05
5	Mo. 15.12.2025	15:30	17:55
6	Mo. 12.01.2026	15:30	18:45
7	Mo. 19.01.2026	15:30	17:55

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	WS25/26
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 behaviour 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

NR.	DATUM	BEGINN	ENDE
1	Do. 11.12.2025	09:00	13:05
2	Do. 11.12.2025	13:50	17:55
3	Fr. 12.12.2025	09:00	13:05
4	Fr. 12.12.2025	13:50	17:55
5	Fr. 09.01.2026	08:50	12:55
6	Fr. 09.01.2026	13:50	17:55

Lecture/Seminar profile:

Global B2B Sustainable Marketing Case Study (GBM5IC)

Degree course	GSM.ba
Course title	Global B2B Sustainable Marketing Case Study
Course code	GBM5IC
Level	Bachelor
Term	WS25/26
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	8

Content:
The course is based on selected case studies and exposes students to practical challenges of globally operating organizations. Students work on case related questions and elaborate their solution based on their theoretical background and additional current literature.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Di. 04.11.2025	13:00	16:15
2	Mo. 17.11.2025	14:40	16:15
3	Mi. 26.11.2025	13:00	14:35
4	Mi. 17.12.2025	13:00	16:15
5	Mi. 21.01.2026	13:00	15:25

Group 2

NR.	DATUM	BEGINN	ENDE
1	Mo. 03.11.2025	13:00	16:15
2	Mo. 17.11.2025	13:00	14:35
3	Mi. 26.11.2025	14:40	16:15
4	Di. 16.12.2025	13:00	16:15
5	Di. 20.01.2026	13:00	15:25

Lecture/Seminar profile:

Intercultural Management and Sales (ICM1IC)

Degree course	GSM.ba
Course title	Intercultural Management and Sales
Course code	ICM1IC
Level	Bachelor
Term	WS25/26
Lecturer	Monika Pleschinger, Martin Glatz, Christoph Meißelbach, 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

Group 1

WOCHENTAG	DATUM	VON	BIS
DO	2025.10.09	08:00	12:05
MO	2025.10.20	08:00	12:05
DI	2025.11.04	08:00	12:05
FR	2025.12.12	08:00	11:15
MI	2025.12.17	13:00	15:45
DI	2025.12.16	08:00	12:05
FR	2025.11.21	08:00	11:15
FR	2025.11.28	12:10	15:00
MI	2025.12.03	15:00	18:15
FR	2025.12.05	08:50	11:35

Group 2

WOCHENTAG	DATUM	VON	BIS
FR	2025.10.10	08:00	12:05
DI	2025.10.21	08:00	12:05
MO	2025.11.10	08:00	12:05
DO	2025.12.11	13:00	16:15
MI	2025.12.17	09:20	12:05
MO	2025.12.15	08:00	12:05
FR	2025.11.21	12:10	15:25
FR	2025.12.05	08:50	11:35
DI	2025.12.02	08:50	12:05
DO	2025.12.04	15:30	18:15

Group 3

WOCHENTAG	DATUM	VON	BIS
FR	2025.10.10	08:00	12:05
MO	2025.10.20	08:00	12:05
DI	2025.11.04	08:00	12:05
DO	2025.12.11	08:00	11:15
FR	2025.12.12	13:00	15:45
MI	2025.12.17	08:00	12:05
FR	2025.11.28	08:00	11:15
FR	2025.12.05	12:10	15:00
MO	2025.12.01	08:50	12:05
DO	2025.12.04	08:50	11:35

Lecture/Seminar profile:

Psychology and Personal Resilience (PSY1IC)

Degree course	GSM.ba
Course title	Psychology and Personal Resilience
Course code	PSY1IC
Level	Bachelor
Term	WS25/26
Lecturer	Constanze Dostal
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:
n.a.

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)

Prerequisites:
n.a.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	12:10	14:35
2	Mi. 08.10.2025	15:10	17:35
3	Mi. 15.10.2025	12:10	14:35
4	Mi. 29.10.2025	16:25	20:05
5	Mi. 05.11.2025	12:10	14:35
6	Mi. 12.11.2025	16:25	20:05
7	Mi. 19.11.2025	12:10	14:35
8	Mi. 26.11.2025	15:10	17:35
9	Mi. 03.12.2025	12:10	14:35

Group 2

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	15:10	17:35
2	Mi. 08.10.2025	12:10	14:35
3	Mi. 15.10.2025	15:10	17:35
4	Mi. 29.10.2025	12:10	15:50
5	Mi. 05.11.2025	15:10	17:35
6	Mi. 12.11.2025	12:10	15:50
7	Mi. 19.11.2025	15:10	17:35
8	Mi. 26.11.2025	12:10	14:35
9	Mi. 03.12.2025	15:10	17:35

Lecture/Seminar profile:

Sales Organisation and Processes (SOP1IC)

Degree course	GSM.ba
Course title	Sales Organisation and Processes
Course code	SOP1IC
Level	Bachelor
Term	WS25/26
Lecturer	Christian Stadlmann, Jovana Pinter
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:
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

Prerequisites:
n.a.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Fr. 03.10.2025	09:40	12:05
2	Fr. 17.10.2025	08:00	10:25
3	Fr. 24.10.2025	09:40	12:05
4	Fr. 31.10.2025	09:40	12:05
5	Fr. 07.11.2025	08:50	11:15
6	Fr. 14.11.2025	13:00	15:25
7	Do. 27.11.2025	13:00	15:25
8	Di. 09.12.2025	09:40	12:05
9	Fr. 16.01.2026	13:00	15:25

Group 2

NR.	DATUM	BEGINN	ENDE
1	Fr. 03.10.2025	09:40	12:05
2	Fr. 17.10.2025	09:40	12:05
3	Fr. 24.10.2025	09:40	12:05
4	Fr. 31.10.2025	09:40	12:05
5	Fr. 07.11.2025	13:00	15:25
6	Fr. 14.11.2025	13:00	15:25
7	Fr. 28.11.2025	12:10	14:35
8	Fr. 19.12.2025	13:00	15:25
9	Fr. 16.01.2026	13:00	15:25

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	WS25/26
Lecturer	Margarethe Überwimmer, Piotr Kwiatek, Robert Füreder
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:
n.a.

Content:
Students learn different strategic tools as a basis for management decision making.
- Basic models in strategic planning (Porter model, ...)
- 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

Prerequisites:
n.a.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	08:50	11:15
2	Di. 07.10.2025	08:50	11:15
3	Mi. 15.10.2025	08:50	11:15
4	Mi. 29.10.2025	08:50	11:15
5	Mi. 12.11.2025	08:50	11:15
6	Mi. 19.11.2025	08:50	11:15
7	Mi. 26.11.2025	08:50	11:15
8	Mi. 03.12.2025	08:50	11:15
9	Mi. 10.12.2025	08:50	11:15
10	Mi. 14.01.2026	08:50	10:25
11	Mi. 21.01.2026	08:50	09:35

Group 2

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	08:50	11:15
2	Di. 07.10.2025	08:50	11:15
3	Mi. 15.10.2025	08:50	11:15
4	Mi. 29.10.2025	08:50	11:15
5	Mi. 12.11.2025	08:50	11:15
6	Mi. 19.11.2025	08:50	11:15
7	Mi. 26.11.2025	08:50	11:15
8	Mi. 03.12.2025	08:50	11:15
9	Mi. 10.12.2025	08:50	11:15
10	Di. 13.01.2026	08:50	10:25
11	Mi. 21.01.2026	08:50	09:35

Group 3

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	08:50	11:15
2	Di. 07.10.2025	08:50	11:15
3	Mi. 15.10.2025	08:50	11:15
4	Mi. 29.10.2025	08:50	11:15
5	Mi. 12.11.2025	08:50	11:15
6	Mi. 19.11.2025	08:50	11:15
7	Mi. 26.11.2025	08:50	11:15
8	Mi. 03.12.2025	08:50	11:15
9	Mi. 10.12.2025	08:50	11:15
10	Mi. 14.01.2026	08:50	10:25
11	Mi. 21.01.2026	08:50	09:35

Lecture/Seminar profile:

Business Administration 1 (BWL1VO)

Degree course	ILM.ba
Course title	Business Administration 1
Course code	BWL1VO
Level	Bachelor
Term	WS25/26
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	10

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

NR.	DATUM	BEGINN	ENDE
1	Do. 09.10.2025	13:00	17:05
2	Do. 16.10.2025	13:00	17:05
3	Do. 23.10.2025	13:00	17:05
4	Mi. 29.10.2025	08:00	12:05
5	Mi. 05.11.2025	08:00	12:05
6	Mi. 19.11.2025	08:00	12:05

Lecture/Seminar profile:

Datamanagement for Logistics (DTM1UE)

Degree course	ILM.ba
Course title	Datamanagement for Logistics
Course code	DTM1UE
Level	Bachelor
Term	WS25/26
Lecturer	Reinhard Tockner, Patrick Brandtner
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:
n.a.

Content:
- 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

Prerequisites:
n.a.

Group 1

Nr.	Datum	Beginn	Ende
1	Di. 14.10.2025	08:00	12:05
2	Di. 21.10.2025	08:00	12:05
3	Di. 04.11.2025	08:00	12:05
4	Di. 11.11.2025	08:00	12:05
5	Di. 18.11.2025	08:00	12:05
6	Di. 25.11.2025	13:00	17:05
7	Di. 02.12.2025	13:00	17:05
8	Di. 16.12.2025	08:00	12:05
9	Do. 08.01.2026	08:00	12:05

Group 2

Nr.	Datum	Beginn	Ende
1	Di. 14.10.2025	08:00	12:05
2	Di. 21.10.2025	08:00	12:05
3	Di. 04.11.2025	08:00	12:05
4	Di. 11.11.2025	08:00	12:05
5	Di. 18.11.2025	08:00	12:05
6	Di. 02.12.2025	13:00	17:05
7	Di. 16.12.2025	08:00	12:05
8	Do. 18.12.2025	08:00	12:05
9	Do. 08.01.2026	08:00	12:05

Lecture/Seminar profile:

English I (ENG1IL)

Degree course	ILM.ba
Course title	English I
Course code	ENG1IL
ECTS credits	4,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	5

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

NR.	DATUM	BEGINN	ENDE
1	Do. 09.10.2025	09:40	12:05
2	Do. 16.10.2025	09:40	12:05
3	Do. 23.10.2025	09:40	12:05
4	Di. 28.10.2025	09:40	12:05
5	Do. 30.10.2025	09:40	12:05
6	Do. 06.11.2025	09:40	12:05
7	Do. 13.11.2025	09:40	12:05
8	Do. 20.11.2025	09:40	12:05
9	Do. 27.11.2025	09:40	12:05
10	Di. 02.12.2025	09:40	12:05
11	Do. 04.12.2025	09:40	12:05
12	Do. 11.12.2025	08:50	12:05

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
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

NR.	DATUM	BEGINN	ENDE
1	Do. 30.10.2025	13:00	17:05
2	Do. 06.11.2025	13:00	17:05
3	Do. 13.11.2025	13:00	17:05
4	Do. 20.11.2025	13:00	17:05
5	Do. 27.11.2025	13:00	17:05
6	Do. 04.12.2025	13:00	17:05
7	Do. 11.12.2025	13:00	17:05
8	Do. 08.01.2026	13:00	17:05
9	Do. 15.01.2026	13:00	17:05

Lecture/Seminar profile:

German I (GER1IL)

Degree course	ILM.ba
Course title	Deutsch I
Course code	GER1IL
Level	Bachelor
Term	WS25/26
Lecturer	Gerhard Forsthuber
Contact hours per week	4
ECTS credits	6
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Content:
Intensive German language course – A2 level

NR.	DATUM	BEGINN	ENDE
1	Di. 30.09.2025	08:50	12:05
2	Do. 23.10.2025	08:50	12:05
3	Di. 28.10.2025	08:50	12:05
4	Do. 30.10.2025	08:50	12:05
5	Do. 06.11.2025	08:50	12:05
6	Do. 13.11.2025	08:50	12:05
7	Do. 20.11.2025	08:50	12:05
8	Di. 25.11.2025	08:50	12:05
9	Do. 27.11.2025	08:50	12:05
10	Di. 02.12.2025	08:50	12:05
11	Do. 04.12.2025	08:50	12:05
12	Di. 09.12.2025	08:50	12:05
13	Do. 11.12.2025	08:50	12:05
14	Di. 13.01.2026	08:50	12:05
15	Di. 20.01.2026	08:50	12:05
16	Di. 27.01.2026 - exam	10:00	12:00

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
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

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

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

NR.	DATUM	BEGINN	ENDE
1	Mo. 06.10.2025	13:00	16:15
2	Mo. 20.10.2025	13:00	16:15
3	Mo. 27.10.2025	09:40	13:45
4	Mo. 03.11.2025	13:00	16:15
5	Mo. 10.11.2025	09:40	13:45
6	Mo. 24.11.2025	09:40	12:55
7	Di. 02.12.2025	09:40	12:55

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
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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, evaluation reports of listed companies produced by investment banks will also be presented. A focus will be devoted to start-up companies' valuation.

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.

Nr.	Datum	Beginn	Ende
1	Mo. 13.10.2025	08:50	12:55
2	Di. 14.10.2025	08:50	12:55
3	Do. 16.10.2025	08:50	12:55
4	Fr. 17.10.2025	08:50	12:55

Lecture/Seminar profile:

Conflict Management (IO-CM)

Degree course	ILM.ba
Course title	Conflict Management
Course code	IO-CM
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Content:
This seminar aims at achieving tools for handling different kinds of conflicts in different fields of life (living together, different nationalities, working together, etc.). It ranges from cognitive understanding to practical exercises and “field studies” of actual conflicts; the ultimate goal is to know what to do and how to solve / ease a conflict-ridden situation:
Communication exercises / filter / prejudices
Expressing (negative) feelings, feedback & rules
Conflict models of Schwarz
Levels of conflict and consequences – Glasl
Role plays
Working on actual conflicts and developing strategies to find solutions or cope with them.

Group 1

NR.	DATUM	BEGINN	ENDE
1	Do. 20.11.2025	08:00	16:15
2	Fr. 21.11.2025	08:00	16:15
3	Sa. 22.11.2025	08:00	16:15

Group 2

NR.	DATUM	BEGINN	ENDE
1	Do. 27.11.2025	08:00	16:15
2	Fr. 28.11.2025	08:00	16:15
3	Sa. 29.11.2025	08:00	16:15

Lecture/Seminar profile:

Applied Economics: Theoretical Concepts with Real-World Development (IO-ECO)

Degree course	ILM.ba
Course title	Applied Economics: Theoretical Concepts with Real-World Development
Course code	IO-ECO
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Content:

The students

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

Teaching and learning methods:

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

NR.	DATUM	BEGINN	ENDE
1	Fr. 10.10.2025	10:00	13:15
2	Fr. 31.10.2025	10:00	12:55
3	Fr. 07.11.2025	12:10	15:25
4	Sa. 08.11.2025	10:00	13:15
5	Fr. 14.11.2025	12:10	15:25
6	Fr. 21.11.2025	10:00	13:15
7	Sa. 22.11.2025	10:00	13:15
8	Fr. 05.12.2025 - exam	12:10	13:45

Lecture/Seminar profile:

Entrepreneurship & Business Entry Models (IO-ENT)

Degree course	ILM.ba
Course title	Entrepreneurship & Business Entry Models
Course code	IO-ENT
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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 the hypercompetitive global arena will be carried out in the classes through text and case studies. The expanding Startup Community among geographies, and rapidly growing economies require 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.

NR.	DATUM	BEGINN	ENDE
1	Do. 16.10.2025	09:30	13:00
2	Mo. 17.11.2025	09:30	13:00
3	Do. 27.11.2025	09:30	13:00
4	Mo. 01.12.2025	09:30	13:00
5	Do. 11.12.2025	09:30	13:00
6	Mo. 19.01.2026	09:30	13:00

Lecture/Seminar profile:

German for Beginners (IO-GB)

Degree course	ILM.ba
Course title	German for Beginners
Course code	IO-GB
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Content:
Students learn to communicate in a range of situations in both public and private context as well as in education-oriented situations
Students learn to read and understand written texts at beginner's level
Students will be able to practice writing simple texts for communicative situations
Students will acquire a command of basic grammar of German
Acquisition and development of basic vocabulary

Structure:
Pronunciation practice
Role-plays aimed at internalization of oral contexts
The course will aim to deal with input related specifically to the needs and interests of the group

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	14:30	16:05
2	Mi. 08.10.2025	14:30	16:05
3	Mi. 15.10.2025	14:30	17:05
4	Mi. 22.10.2025	14:30	16:05
5	Mi. 29.10.2025	14:30	17:05
6	Mi. 05.11.2025	14:30	16:05
7	Mi. 12.11.2025	14:30	16:05
8	Mi. 19.11.2025	14:30	16:05
9	Mi. 26.11.2025	14:30	17:05
10	Mi. 03.12.2025	14:30	16:05
11	Mi. 17.12.2025	14:30	17:05
12	Mi. 14.01.2026	14:30	16:05
13	Mi. 21.01.2026	14:30	16:05

Lecture/Seminar profile:

German Intermediate (IO-GI)

Degree course	ILM.ba
Course title	German Intermediate
Course code	IO-GI
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Content:
Improvement of students' active language skills

Structure:
Extension of vocabulary, specific problems of grammar, practice in reading, conversation and composition
The development of speaking and listening proficiency is based on classroom activities such as listening comprehension and 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:
Approximately B1 level of German

NR.	DATUM	BEGINN	ENDE
1	Di. 07.10.2025	15:30	17:05
2	Di. 14.10.2025	15:30	17:05
3	Di. 21.10.2025	15:30	17:05
4	Di. 28.10.2025	15:30	17:05
5	Di. 04.11.2025	15:30	17:05
6	Di. 11.11.2025	15:30	17:05
7	Di. 18.11.2025	14:40	17:05
8	Di. 25.11.2025	15:30	17:05
9	Di. 02.12.2025	15:30	17:05
10	Di. 09.12.2025	15:30	17:05
11	Di. 16.12.2025	14:40	17:05
12	Di. 23.12.2025	15:30	17:05
13	Di. 13.01.2026	15:30	17:05
14	Di. 20.01.2026	13:50	15:25

Lecture/Seminar profile:

German Lower Intermediate (IO-GLI)

Degree course	ILM.ba
Course title	German Lower Intermediate
Course code	IO-GLI
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Content:
Students learn to communicate in a range of situations in both public and private context as well as in education oriented situations
Students learn to read and understand written texts at lower intermediate's level
Students will be able to practice writing texts
Students will acquire a command of grammar at intermediate's level
Acquisition and development of vocabulary at intermediate's level

Structure:
Role-plays aimed at internalization of oral contexts
The course will aim to deal with input related specifically to the needs and interests of the group

Prerequisites:
Basics of German Grammar/Vocabulary in certain situations

NR.	DATUM	BEGINN	ENDE
1	Do. 02.10.2025	18:00	19:35
2	Do. 09.10.2025	18:00	19:35
3	Do. 16.10.2025	18:00	19:35
4	Do. 23.10.2025	18:00	19:35
5	Do. 30.10.2025	18:00	19:35
6	Do. 06.11.2025	18:00	19:35
7	Do. 13.11.2025	18:00	19:35
8	Do. 20.11.2025	18:00	19:35
9	Do. 27.11.2025	18:00	19:35
10	Do. 04.12.2025	18:00	19:35
11	Do. 11.12.2025	18:00	19:35
12	Do. 18.12.2025	18:00	19:35
13	Mo. 22.12.2025	18:00	19:35
14	Mo. 12.01.2026	18:00	19:35
15	Mo. 19.01.2026	18:00	19:35

Lecture/Seminar profile:

International Business (IO-IB)

Degree course	ILM.ba
Course title	International Business
Course code	IO-IB
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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.

NR.	DATUM	BEGINN	ENDE
1	Fr. 17.10.2025	09:00	12:30
2	Fr. 24.10.2025	09:00	12:30
3	Fr. 07.11.2025	09:00	12:30
4	Fr. 14.11.2025	09:00	12:30
5	Fr. 28.11.2025	09:00	12:30
6	Fr. 05.12.2025	09:00	12:30
7	Fr. 19.12.2025 - exam	09:00	10:35

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	WS25/26
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	15

Learning objectives:
Course Aim:

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

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

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

NR.	DATUM	BEGINN	ENDE
1	Do. 16.10.2025	14:00	17:55
2	Mo. 17.11.2025	14:00	17:55
3	Do. 27.11.2025	14:00	17:55
4	Mo. 01.12.2025	14:00	17:55
5	Do. 11.12.2025	14:00	17:55
6	Mo. 19.01.2026	14:00	17:55

Lecture/Seminar profile:

Leadership (IO-LS)

Degree course	ILM.ba
Course title	Leadership
Course code	IO-LS
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

NR.	DATUM	BEGINN	ENDE
1	Do. 23.10.2025	08:00	12:05
2	Do. 30.10.2025	08:00	12:05
3	Mi. 12.11.2025	08:00	12:05
4	Do. 13.11.2025	08:00	12:05
5	Di. 25.11.2025	08:00	12:05
6	Di. 25.11.2025	13:00	17:05

Lecture/Seminar profile:

Logistics Management 1 - Basics (LOM1VO)

Degree course	ILM.ba
Course title	Logistics Management 1 - Basics
Course code	LOM1VO
Level	Bachelor
Term	WS25/26
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	10

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)

NR.	DATUM	BEGINN	ENDE
1	Di. 30.09.2025	13:00	17:05
2	Do. 02.10.2025	12:10	16:15
3	Di. 07.10.2025	12:10	16:15
4	Di. 14.10.2025	13:00	17:05
5	Di. 21.10.2025	13:00	17:05
6	Di. 28.10.2025	13:00	17:05

Lecture/Seminar profile:

Sustainability in Logistics (STB1IL)

Degree course	ILM.ba
Course title	Sustainability in Logistics
Course code	STB1IL
ECTS credits	3,1
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	10

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 (research center)

WOCHENTAG	DATUM	VON	BIS
DI	2025.11.04	13:00	17:05
DI	2025.11.18	13:00	17:05
DI	2026.01.13	13:00	17:05
DI	2026.01.20	13:00	17:05
DI	2025.11.04	13:00	17:05
DI	2025.12.09	13:00	17:05
MI	2026.01.07	13:00	17:05
DI	2025.12.09	13:00	17:05

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
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	10

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

WOCHENTAG	DATUM	VON	BIS
DI	2025.11.11	13:00	17:05
MI	2025.12.17	08:00	12:05
MI	2025.11.26	08:00	12:05
MI	2025.12.10	08:00	12:05
MI	2026.01.07	08:00	12:05
DO	2026.01.15	08:00	12:05

Lecture/Seminar profile:

Digital Marketing 5 - Optimization (DMA5LB)

Degree course	MAB.ba
Course title	Digital Marketing 5 - Optimization
Course code	DMA5LB
Level	Bachelor
Term	WS25/26
Lecturer	Anita Vogl
Contact hours per week	1
ECTS credits	1
Course type	Laboratory session
Examinations	written examination
Language of instruction	German
Places for international students	10

Content:

- Optimierung und Abstimmung der verschiedenen Online-Marketing-Instrumente
- Conversion Optimization (Web Testing Methoden und Tools: A/B-Testing, Multivariates Testen)
- E-Commerce: Strategie, Cross-/Multi-/Online-Channel, Customer Journey im E-Commerce
- Erstellung eines performance-orientierten online Marketing-Mixes
- Entwicklung und Umsetzung eines Kennzahlensystems zur Steuerung
- Usability Engineering, User Experience
- Geschäftsmodelle im Web
- Mobile Business, Mobile Commerce, Mobile Marketing
- Trends im Digital Marketing

WOCHENTAG	DATUM	VON	BIS
FR	2025.10.24	08:00	12:05
FR	2025.11.21	08:00	12:05
DI	2025.12.16	08:00	12:05

Lecture/Seminar profile:

E-Business 5 - Businessplan-Design (EBZ5IL)

Degree course	MAB.ba
Course title	E-Business 5 - Businessplan-Design
Course code	EBZ5IL
ECTS credits	13,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	10

Content:
The aim of the course is to apply the content learned in the disciplines of marketing, internet and IT, processes and finance in a project-oriented manner in a case study as part of an integrative core project. Students make an existing company “e-ready” or found a new company in the context of e-business.
Content:
• Strategic and operational marketing planning: positioning, customer benefits, value proposition, communication, sales, pricing
• Information infrastructure, prototypical implementation
• Economic analysis, creation of a business plan

Prerequisites:
Understanding in:
Marketing (Strategic and operational marketing planning, Business Model and Business Plan)

Finance:
Cost accounting, Investment & financing

IT:
Network architecture and network components, Software architecture

WOCHENTAG	DATUM	VON	BIS
DO	2025.10.02	08:00	12:05
DI	2025.10.14	08:00	12:05
MI	2025.11.05	08:00	12:05
MI	2025.12.03	08:00	12:05
DO	2026.01.08	08:00	12:05
DO	2026.01.22	13:00	17:05

Lecture/Seminar profile:

English I - basics (ENG1UE)

Degree course	MAB.ba
Course title	English I - basics
Course code	ENG1UE
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

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

NR.	DATUM	BEGINN	ENDE
1	Do. 02.10.2025	13:00	15:25
2	Do. 09.10.2025	13:00	15:25
3	Mo. 13.10.2025	09:40	12:05
4	Mo. 20.10.2025	09:40	12:05
5	Di. 28.10.2025	13:00	15:25
6	Di. 04.11.2025	13:00	15:25
7	Mo. 10.11.2025	09:40	12:05
8	Di. 18.11.2025	13:00	15:25
9	Di. 25.11.2025	13:00	15:25
10	Mo. 01.12.2025	09:40	12:05
11	Di. 09.12.2025	13:00	15:25
12	Mo. 15.12.2025	09:40	12:05
13	Do. 15.01.2026	09:40	12:05
14	Do. 22.01.2026	13:00	15:25
15	Mo. 26.01.2026	09:40	12:05
16	Fr. 30.01.2026 - exam	13:00	15:00

Lecture/Seminar profile:

Advanced Business English I (ENA3UE)

Degree course	SPMT.ba
Course title	Advanced Business English I
Course code	ENA3UE
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

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

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	09:40	12:05
2	Mi. 08.10.2025	09:40	12:05
3	Mi. 15.10.2025	09:40	12:05
4	Mi. 22.10.2025	09:40	12:05
5	Mi. 29.10.2025	09:40	12:05
6	Mi. 05.11.2025	09:40	12:05
7	Mi. 19.11.2025	09:40	12:05
8	Mi. 26.11.2025	09:40	12:05
9	Mi. 03.12.2025	09:40	12:05
10	Mi. 10.12.2025	09:40	12:05
11	Mi. 17.12.2025 - exam	10:00	12:00

Lecture/Seminar profile:

Business English I (ENG1UE)

Degree course	SPMT.ba
Course title	Business English I
Course code	ENG1UE
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

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

Topics dealt with from the field of Production and Management

NR.	DATUM	BEGINN	ENDE
1	Do. 09.10.2025	09:40	12:05
2	Do. 16.10.2025	09:40	12:05
3	Do. 23.10.2025	09:40	12:05
4	Do. 30.10.2025	09:40	12:05
5	Do. 06.11.2025	08:50	12:05
6	Do. 13.11.2025	13:00	16:15
7	Do. 27.11.2025	09:40	12:05
8	Do. 04.12.2025	08:50	12:05
9	Do. 11.12.2025	09:40	12:05
10	Do. 18.12.2025 - exam	10:00	12:00

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	WS25/26
Lecturer	Stefan Fink, Franziska Schinko
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

NR.	DATUM	BEGINN	ENDE
1	Sa. 06.12.2025	08:00	12:05
2	Sa. 06.12.2025	13:00	17:05
3	Sa. 20.12.2025	13:00	17:05
4	Sa. 24.01.2026	08:00	12:05
5	Sa. 24.01.2026	13:00	17:05
6	Sa. 31.01.2026	08:00	12:05

Lecture/Seminar profile:

Marketing & Sales (BB MAS3IL)

Degree course	CRF.ba
Course title	Marketing & Sales
Course code	BB MAS3IL
Level	Bachelor
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 05.12.2025	15:30	19:35
2	Sa. 20.12.2025	08:00	12:05
3	Sa. 10.01.2026	13:00	17:05
4	Fr. 16.01.2026	15:30	19:35

Lecture/Seminar profile:

Organization (BB ORG3IL)

Degree course	CRF.ba
Course title	Organization
Course code	BB ORG3IL
Level	Bachelor
Term	WS25/26
Lecturer	Karin Michaela Feil
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 07.11.2025	15:30	19:35
2	Sa. 22.11.2025	08:00	12:05
3	Sa. 29.11.2025	13:00	17:05

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	WS25/26
Lecturer	Theresa Irresberger, Petra Pelikan
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	German
Places for international students	10

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

NR.	DATUM	BEGINN	ENDE
1	Do. 11.09.2025	08:00	17:05
2	Fr. 12.09.2025	08:00	12:05

Lecture/Seminar profile:

Strategic Corporate Planning (BB STR3IL)

Degree course	CRF.ba
Course title	Strategic Corporate Planning
Course code	BB STR3IL
Level	Bachelor
Term	WS25/26
Lecturer	Heimo Losbichler
Contact hours per week	3
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

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

NR.	DATUM	BEGINN	ENDE
1	Sa. 08.11.2025	13:00	17:05
2	Sa. 22.11.2025	13:00	17:05
3	Sa. 13.12.2025	13:00	17:05
4	Fr. 19.12.2025	15:30	19:35
5	Sa. 10.01.2026	08:00	12:05
6	Sa. 17.01.2026	08:00	12:05

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	WS25/26
Lecturer	Roberto Zazzara
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	6

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

NR.	DATUM	BEGINN	ENDE
1	Sa. 13.12.2025	08:00	17:05
2	Sa. 10.01.2026	08:00	17:05

Lecture/Seminar profile:

Intercultural Management (BB INT3SE)

Degree course	ILM.ba
Course title	Intercultural Management
Course code	BB INT3SE
Level	Bachelor
Term	WS25/26
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	6

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

NR.	DATUM	BEGINN	ENDE
1	Mi. 24.09.2025	08:00	17:05
2	Fr. 10.10.2025	15:30	19:35
3	Sa. 11.10.2025	08:00	12:05

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	WS25/26
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

Learning objectives:
n.a.

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
- conflict management
- role theory
- Economic sociology
- Application of the contents by means of practical examples
- working time models
- Personnel search, recruitment and development
- personnel termination

NR.	DATUM	BEGINN	ENDE
1	Fr. 03.10.2025	15:30	19:35
2	Sa. 04.10.2025	08:00	17:05
3	Fr. 17.10.2025	15:30	19:35
4	Sa. 18.10.2025	08:00	17:05
5	Fr. 14.11.2025	15:30	19:35
6	Sa. 15.11.2025	08:00	17:05

Lecture/Seminar profile:

Macroeconomics (BB MEC3VO)

Degree course	ILM.ba
Course title	Macroeconomics
Course code	BB MEC3VO
Level	Bachelor
Term	WS25/26
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	6

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

NR.	DATUM	BEGINN	ENDE
1	Sa. 06.12.2025	08:00	17:05
2	Fr. 16.01.2026	15:30	19:35
3	Sa. 17.01.2026	13:00	17:05
4	Fr. 23.01.2026	14:00	15:00

Lecture/Seminar profile:

Negotiations (BB NEG3SE)

Degree course	ILM.ba
Course title	Negotiations
Course code	BB NEG3SE
Level	Bachelor
Term	WS25/26
Lecturer	Sophie Wiesinger
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	4

Content:

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

NR.	DATUM	BEGINN	ENDE
1	Mo. 22.09.2025	08:30	12:35
2	Sa. 11.10.2025	13:00	17:05
3	Sa. 08.11.2025	13:00	17:05
4	Fr. 28.11.2025	15:30	19:35

Lecture/Seminar profile:

Cross-Cultural Marketing (M_CCM3IC)

Degree course	GSMM.ma
Course title	Cross-Cultural Marketing
Course code	M_CCM3IC
Level	Master
Term	WS25/26
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 tech-niques in a particular culture.
• Integrating Cross-Cultural Marketing into the larger corporate structure of a competitive business

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	09:40	12:05
2	Mi. 08.10.2025	09:40	12:05
3	Mi. 15.10.2025	09:40	12:05
4	Mi. 29.10.2025	09:40	12:05
5	Mi. 12.11.2025	08:50	11:15

Lecture/Seminar profile:

Customer Journey Lab (M_CJL3IT)

Degree course	GSMM.ma
Course title	Customer Journey Lab
Course code	M_CJL3IT
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Do. 02.10.2025	13:00	16:15
2	Fr. 10.10.2025	08:50	12:05
3	Do. 16.10.2025	08:50	12:05
4	Mi. 29.10.2025	13:00	16:15
5	Do. 13.11.2025	09:40	12:05
6	Fr. 14.11.2025	08:50	11:15
7	Do. 20.11.2025	08:50	12:05
8	Do. 27.11.2025	08:50	12:05

Lecture/Seminar profile:

Digital Creativity Tools (M_DCT1IL)

Degree course	GSMM.ma
Course title	Digital Creativity Tools
Course code	M_DCT1IL
Level	Master
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz
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:

- Overview on digital creativity tools
- Testing and applying different creativity methods, analogue as well as digital will be presented, such as
  - brainstorming
  - (visual) storytelling
  - gamification

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	13:00	17:05
2	Mi. 01.10.2025	13:00	17:05
3	Do. 02.10.2025	13:00	17:05
4	Fr. 03.10.2025	13:00	17:05
5	Sa. 04.10.2025	08:00	12:05
6	Sa. 04.10.2025	13:00	17:05

Lecture/Seminar profile:

Digital Transformation in Marketing and Sales (M_DTM1IC)

Degree course	GSMM.ma
Course title	Digital Transformation in Marketing and Sales
Course code	M_DTM1IC
Level	Master
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz
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:

- Success factors of digital transformation in Marketing and Sales
- Supporting architecture of the company and its environment
  - Digital Processes – People-Data
  - Partners & International External Service Providers
  - Customers-Competitions
  - Automation & AI for Marketing and Sales
  - Trends

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	08:00	12:05
2	Do. 02.10.2025	08:00	12:05
3	Fr. 03.10.2025	08:50	12:05
4	Fr. 10.10.2025	14:40	15:25

Lecture/Seminar profile:

Finance and Budgeting for Marketing and Sales (M_FIB1IC)

Degree course	GSMM.ma
Course title	Finance and Budgeting for Marketing and Sales
Course code	M_FIB1IC
Level	Master
Term	WS25/26
Lecturer	Alexander Knabl
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:

- Financial planning
- Financial KPIs (ROCE, ROS,….)
- Analysis of a balance sheet and P&L (development of a strategy based on KPIs)
- Budgeting and forecasting
- Risk in Export business, like country, currency and transport risks
- Methods of risk reduction (Letter of credit, credit insurance, bank guarantees, incoterms, Public and Private Export Credit Agency Insurance, hedging)

NR.	DATUM	BEGINN	ENDE
1	Mi. 29.10.2025	08:00	12:05
2	Mi. 29.10.2025	13:00	17:05
3	Fr. 07.11.2025	08:00	12:05
4	Fr. 21.11.2025	08:00	12:05
5	Fr. 05.12.2025	08:00	12:05

Lecture/Seminar profile:

Global Accounts and Network Management (M_GAN3IC)

Degree course	GSMM.ma
Course title	Global Accounts and Network Management
Course code	M_GAN3IC
Level	Master
Term	WS25/26
Lecturer	Christian Stadlmann
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

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

NR.	DATUM	BEGINN	ENDE
1	Do. 02.10.2025	09:40	12:05
2	Do. 09.10.2025	09:40	12:05
3	Do. 16.10.2025	13:00	15:25
4	Do. 23.10.2025	09:40	12:05
5	Mi. 19.11.2025	08:00	10:25
6	Do. 04.12.2025	10:30	12:05
7	Do. 11.12.2025	14:40	16:15
8	Mi. 14.01.2026	08:00	09:35
9	Mi. 14.01.2026	13:00	16:15
10	Do. 15.01.2026	14:40	17:05
11	Mi. 21.01.2026	08:00	09:35

Lecture/Seminar profile:

Global Negotiation Training (M_GNT3IT)

Degree course	GSMM.ma
Course title	Global Negotiation Training
Course code	M_GNT3IT
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Mi. 07.01.2026	08:50	12:55
2	Do. 08.01.2026	10:30	12:05
3	Do. 08.01.2026	13:00	15:25
4	Fr. 09.01.2026	08:50	12:55

Lecture/Seminar profile:

Global Price Management (M_GPM3IC)

Degree course	GSMM.ma
Course title	Global Price Management
Course code	M_GPM3IC
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Mi. 22.10.2025	13:00	15:25
2	Do. 30.10.2025	13:00	15:25
3	Fr. 07.11.2025	08:50	11:15
4	Do. 13.11.2025	13:00	15:25
5	Do. 20.11.2025	13:00	15:25

Lecture/Seminar profile:

International B2B Marketing (M_IBM1IC)

Degree course	GSMM.ma
Course title	International B2B Marketing
Course code	M_IBM1IC
Level	Master
Term	WS25/26
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:

- Main differences of B2B vs. B2C marketing
- Introduction to Organizational Buying Behaviour
- Business market typologies and their effects on marketing strategy and operations
- Ethics in B2B Marketing

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	13:00	17:05
2	Fr. 03.10.2025	13:00	17:05
3	Sa. 04.10.2025	08:00	12:05

Lecture/Seminar profile:

International Procurement (M_IPR3IT)

Degree course	GSMM.ma
Course title	International Procurement
Course code	M_IPR3IT
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 10.10.2025	13:00	15:25
2	Fr. 17.10.2025	13:00	15:25
3	Fr. 24.10.2025	12:10	14:35
4	Fr. 07.11.2025	12:10	14:35
5	Fr. 14.11.2025	12:10	14:35

Lecture/Seminar profile:

Key Account Management (M_KAM1IC)

Degree course	GSMM.ma
Course title	Key Account Management
Course code	M_KAM1IC
Level	Master
Term	WS25/26
Lecturer	Christian Stadlmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

- Strategic, organizational aspects of KAM
- Identification and selection of Key Accounts
- Different instruments for KAM
- The role of KAM in internal organization
- Development and Controlling (KPI´s) of KAM
- Establishment of KAM–teams (different roles, personalities, etc.)

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	08:00	12:05
2	Mi. 01.10.2025	08:00	09:35
3	Mi. 01.10.2025	13:00	17:05
4	Do. 02.10.2025	14:40	16:15
5	Fr. 10.10.2025	14:40	15:25

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	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 03.10.2025	09:40	13:45
2	Fr. 17.10.2025	08:00	12:05
3	Fr. 21.11.2025	09:40	13:45
4	Sa. 22.11.2025	08:00	12:05
5	Fr. 05.12.2025	08:00	12:05

Lecture/Seminar profile:

Sales Management (M_SAM1IC)

Degree course	GSMM.ma
Course title	Sales Management
Course code	M_SAM1IC
Level	Master
Term	WS25/26
Lecturer	Franziska Benedetter
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:

- Sales process in the B2B area
- Organization structure of a sales department
- Sales channels (single vs. multi; direct vs. indirect)
- Sales controlling
- Buying Center

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	09:40	12:05
2	Do. 02.10.2025	08:00	12:05
3	Do. 02.10.2025	13:00	14:35
4	Fr. 03.10.2025	08:00	12:05

Lecture/Seminar profile:

Sales Force Leadership (M_SFL1IC)

Degree course	GSMM.ma
Course title	Sales Force Leadership
Course code	M_SFL1IC
Level	Master
Term	WS25/26
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:

- Central aspects of leadership, leadership style and behavior
- Participation, delegation, leadership instruments such as monitoring and appraisal systems, various intervention and motivation techniques
- Formatting of a world class sales team
- Trust building and cultural challenges when leading an international team

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	08:00	10:25
2	Do. 16.10.2025	08:00	10:25
3	Do. 30.10.2025	09:40	12:05
4	Mi. 12.11.2025	08:00	10:25
5	Do. 13.11.2025	08:00	10:25

Lecture/Seminar profile:

Service and Innovation Management (M_SIM3IC)

Degree course	GSMM.ma
Course title	Service and Innovation Management
Course code	M_SIM3IC
Level	Master
Term	WS25/26
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

- Cooper Stage-Gate Innovation Management Process
- Methods and Tools of Design Thinking
- Open Innovation Process Management: Coupled, Inside-out, Outside-in Innovation
- Innovation in Blue Chips – Intrapreneurship Case Study
- Servitization pathways of different industries
- Management of the Service Paradox: Resilience and Strategies
- Sustainability and Innovation: Policies and Society

NR.	DATUM	BEGINN	ENDE
1	Sa. 11.10.2025	08:00	12:05
2	Sa. 11.10.2025	13:00	15:25
3	Di. 04.11.2025	17:15	18:45
4	Fr. 07.11.2025	15:30	19:35

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
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

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	10:30	12:55
2	Fr. 10.10.2025	10:30	12:55
3	Mi. 15.10.2025	10:30	12:55
4	Fr. 17.10.2025	10:30	12:55
5	Mi. 12.11.2025	10:30	12:55
6	Fr. 14.11.2025	08:00	10:25
7	Mi. 19.11.2025	10:30	12:55
8	Do. 04.12.2025	13:50	16:15
9	Fr. 12.12.2025	08:00	10:25
10	Do. 18.12.2025	10:30	12:55

Lecture/Seminar profile:

Sales Subsidiary Management (M_SSM3IC)

Degree course	GSMM.ma
Course title	Sales Subsidiary Management
Course code	M_SSM3IC
Level	Master
Term	WS25/26
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)

NR.	DATUM	BEGINN	ENDE
1	Do. 27.11.2025	13:00	15:25
2	Do. 04.12.2025	13:00	15:25
3	Do. 11.12.2025	13:00	14:35
4	Mi. 17.12.2025	13:00	14:35
5	Do. 15.01.2026	13:00	14:35
6	Do. 22.01.2026	13:00	15:25

Lecture/Seminar profile:

Strategic thinking and execution (M_STE1IC)

Degree course	GSMM.ma
Course title	Strategic thinking and execution
Course code	M_STE1IC
Level	Master
Term	WS25/26
Lecturer	Charles Edward Bryant
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:

- Strategic Planning
- Market and Competitor Based View
- Customer Based View: Treacy/Wiersema, Reichheld, Ohmae, Strebl, …;
- Resource Based Approaches: Core Competencies, Tangible and Intangible Ressources, experience curve, value chain, outsourcing
- Business models – analogue and digital

NR.	DATUM	BEGINN	ENDE
1	Mi. 26.11.2025	08:00	12:05
2	Mi. 26.11.2025	13:00	17:05
3	Do. 27.11.2025	10:30	12:05
4	Do. 27.11.2025	13:00	17:05
5	Fr. 28.11.2025	08:00	12:05
6	Fr. 28.11.2025	13:00	15:25
7	Mi. 03.12.2025	14:40	17:05
8	Mi. 10.12.2025	11:20	12:55

Lecture/Seminar profile:

Value Based Marketing (M_VBM1IC)

Degree course	GSMM.ma
Course title	Value Based Marketing
Course code	M_VBM1IC
Level	Master
Term	WS25/26
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:

- Integration of the customer driven company concept into main strategic concepts of marketing management
- Customer value generation concepts
- Concept of differential advantages to business-to-business markets
- Shareholder value perspective
- Measuring value and application of the customer-value-audit concept

Nr.	Datum	Beginn	Ende
1	Do. 09.10.2025	10:30	12:55
2	Do. 16.10.2025	10:30	12:55
3	Do. 06.11.2025	10:30	12:55
4	Do. 13.11.2025	13:50	16:15
5	Do. 20.11.2025	10:30	12:55

Lecture/Seminar profile:

Value Based Sales (M_VBS1IC)

Degree course	GSMM.ma
Course title	Value Based Sales
Course code	M_VBS1IC
Level	Master
Term	WS25/26
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Content:

- Value for organization and the value hierarchy
- Value process and different forms
- Challenges of implementing value-based selling and how to over-come them
- Assessment and Communication of value to the customers
- Identification of customer perspective
- Value based pricing and tools

NR.	DATUM	BEGINN	ENDE
1	Do. 20.11.2025	08:00	10:25
2	Do. 27.11.2025	08:00	10:25
3	Do. 04.12.2025	08:00	10:25
4	Do. 11.12.2025	09:40	12:05
5	Do. 18.12.2025	08:00	10:25

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
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.

NR.	DATUM	BEGINN	ENDE
1	Mi. 22.10.2025	13:00	17:05
2	Mi. 29.10.2025	08:00	12:05
3	Do. 06.11.2025	08:00	12:05
4	Mi. 12.11.2025	13:00	17:05
5	Do. 04.12.2025	08:00	12:05
6	Do. 04.12.2025	13:00	17:05

Lecture/Seminar profile:

Business Model Innovation (GMI3IL)

Degree course	OMT.ma
Course title	Business Model Innovation
Course code	GMI3IL
Level	Master
Term	WS25/26
Lecturer	Manuel Brunner
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Content:

- Geschäftsmodelle
- Datenbasierte Geschäftsmodelle
- Digitalisierungsstrategie und Geschäftsmodelle
- Geschäftsmodellinnovation
- Vorgehensmodell und Methoden zur Geschäftsmodellinnovation
- Fallstudien erfolgreicher Geschäftsmodellinnovationen

NR.	DATUM	BEGINN	ENDE
1	Mi. 08.10.2025	10:30	12:55
2	Fr. 17.10.2025	10:30	12:55
3	Fr. 07.11.2025	08:00	10:25
4	Fr. 21.11.2025	08:50	11:15
5	Mi. 26.11.2025	10:30	12:55
6	Fr. 28.11.2025	10:30	12:55
7	Mi. 10.12.2025	10:30	12:55
8	Fr. 12.12.2025	10:30	12:55
9	Do. 18.12.2025	13:50	16:15
10	Mi. 07.01.2026	10:30	12:55

Lecture/Seminar profile:

Negotiation (NEG3IT)

Degree course	OMT.ma
Course title	Negotiation
Course code	NEG3IT
Level	Master
Term	WS25/26
Lecturer	Georg Feichtinger
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	5

Content:

- Negotiation – Harvard Concept
- Personality Types and the influence of negotiation
- International Negotiation and what to consider to be successful
- Value Pyramid
- Price Negotiation
- Virtual Negotiation
- Building trust – online and offline

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	08:00	17:05
2	Do. 02.10.2025	08:00	12:05
3	Mi. 15.10.2025	08:00	17:05
4	Do. 16.10.2025	08:00	12:05

Lecture/Seminar profile:

Compulsory Elective 2 (BB WI23IL) - Asset Management und Behavioral Finance

Degree course	CRFM.ma
Course title	Compulsory Elective 2 - Asset Management und Behavioral Finance
Course code	BB WI23IL
Level	Master
Term	WS25/26
Lecturer	Michael Viehs
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:

- Asset classes and their characteristics, including their diversification potential
- Application of the Capital Asset Pricing Model in a valuation and investment context
- Applying company valuation methods (multiple valuation, discounted cash flow models, etc.) to make investment decisions
- Portfolio performance measurement, including attribution analysis
- Investors and the investment process: How do institutional investors work and operate?
- Learning about the efficient market hypothesis and their implication for financial markets
- Understanding behavioral biases in investments: Introduction to prospect theory (Kahnemann and Tversky), loss aversion, stock market overreaction, and other biases that are important in an
- investment context

NR.	DATUM	BEGINN	ENDE
1	Sa. 29.11.2025	08:00	12:05
2	Sa. 29.11.2025	13:00	17:05
3	Sa. 13.12.2025	08:00	12:05
4	Sa. 13.12.2025	13:00	17:05
5	Sa. 17.01.2026	08:00	12:05
6	Sa. 17.01.2026	13:00	17:05

Lecture/Seminar profile:

Cross-Cultural Marketing (BB_CCM3IC)

Degree course	GSMM.ma
Course title	Cross-Cultural Marketing
Course code	BB_CCM3IC
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Sa. 08.11.2025	13:00	17:05
2	Sa. 29.11.2025	13:00	17:05
3	Fr. 12.12.2025	15:30	19:35

Lecture/Seminar profile:

Customer Journey Lab (BB_CJL3IT)

Degree course	GSMM.ma
Course title	Customer Journey Lab
Course code	BB_CJL3IT
Level	Master
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz
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 in order 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

NR.	DATUM	BEGINN	ENDE
1	Sa. 06.12.2025	08:00	12:05
2	Sa. 13.12.2025	08:00	12:05
3	Sa. 20.12.2025	08:00	12:05
4	Sa. 20.12.2025	13:00	17:05
5	Sa. 10.01.2026	08:00	12:05
6	Sa. 31.01.2026	08:00	12:05

Lecture/Seminar profile:

Digital Creativity Tools (BB_DCT1IL)

Degree course	GSMM.ma
Course title	Digital Creativity Tools
Course code	BB_DCT1IL
Level	Master
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz
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:

 Overview on digital creativity tools
 Testing and applying different creative methods, analogue as well as digital will be presented, such as
o brainstorming
o (visual) storytelling
o gamification

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	13:00	17:05
2	Mi. 01.10.2025	13:00	17:05
3	Do. 02.10.2025	13:00	17:05
4	Fr. 03.10.2025	13:00	17:05
5	Sa. 04.10.2025	08:00	12:05
6	Sa. 04.10.2025	13:00	17:05

Lecture/Seminar profile:

Digital Transformation in Marketing and Sales (BB_DTM1IC)

Degree course	GSMM.ma
Course title	Digital Transformation in Marketing and Sales
Course code	BB_DTM1IC
Level	Master
Term	WS25/26
Lecturer	Christopher Korntner-Kanitz
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:

 Success factors of digital transformation in Marketing and Sales
 Supporting architecture of the company and its environment
o Digital Processes – People-Data
o Partners & International External Service Providers
o Customers-Competitions
o Automation & AI for Marketing and Sales
o Trends

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	08:00	12:05
2	Do. 02.10.2025	08:00	12:05
3	Fr. 03.10.2025	08:50	12:05
4	Fr. 10.10.2025	14:40	15:25

Lecture/Seminar profile:

Finance and Budgeting for Marketing and Sales (BB_FIB1IC)

Degree course	GSMM.ma
Course title	Finance and Budgeting for Marketing and Sales
Course code	BB_FIB1IC
Level	Master
Term	WS25/26
Lecturer	Marcel Joshua Kannampuzha
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:

- Financial planning
- Financial KPIs (ROCE, ROS)
- Analysis of a balance sheet and P&L (development of strategy based on KPIs)
- Budgeting and forecasting
- Risk in Export business, like country, currency and transport risks
- Methods of risk reduction (Letter of credit, credit insurance, bank guarantees, Incoterms, Public and Private Export Credit Agency Insurance, hedging)

NR.	DATUM	BEGINN	ENDE
1	Sa. 18.10.2025	13:00	17:05
2	Sa. 08.11.2025	13:00	17:05
3	Sa. 22.11.2025	13:00	17:05
4	Sa. 06.12.2025	13:00	17:05
5	Sa. 10.01.2026	08:00	12:05
6	Sa. 31.01.2026	13:00	17:05

Lecture/Seminar profile:

Global Accounts and Network Management (BB_GAN3IC)

Degree course	GSMM.ma
Course title	Global Accounts and Network Management
Course code	BB_GAN3IC
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 26.09.2025	14:00	15:30
2	Sa. 18.10.2025	08:00	12:05
3	Sa. 18.10.2025	13:00	17:05
4	Fr. 19.12.2025	15:30	18:00
5	Fr. 23.01.2026	15:30	19:35
6	Sa. 24.01.2026	08:00	12:05
7	Sa. 24.01.2026	13:00	17:05

Lecture/Seminar profile:

Global Negotiation Training (BB_GNT3IT)

Degree course	GSMM.ma
Course title	Global Negotiation Training
Course code	BB_GNT3IT
Level	Master
Term	WS25/26
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
- Analyze the different roles, personalities and cultures from buying center
- Adaption of the negotiation style based on the different cultures
- Develop and apply persuasion tactics
- Understand Batna, Zopa, reservation price
- Global Pricing Buckets

NR.	DATUM	BEGINN	ENDE
1	Fr. 16.01.2026	15:30	19:35
2	Sa. 17.01.2026	08:00	12:05
3	Sa. 17.01.2026	13:00	17:05

Lecture/Seminar profile:

Global Price Management (BB_GPM3IC)

Degree course	GSMM.ma
Course title	Global Price Management
Course code	BB_GPM3IC
Level	Master
Term	WS25/26
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	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

NR.	DATUM	BEGINN	ENDE
1	Sa. 15.11.2025	08:00	12:05
2	Sa. 13.12.2025	13:00	17:05
3	Sa. 10.01.2026	13:00	17:05

Lecture/Seminar profile:

International B2B Marketing (BB_IBM1IC)

Degree course	GSMM.ma
Course title	International B2B Marketing
Course code	BB_IBM1IC
Level	Master
Term	WS25/26
Lecturer	Tijana Stašuk
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:

- Main differences of B2B vs. B2C marketing
- Introduction to Organizational Buying Behaviour
- Business market typologies and their effects on marketing strategy and operations
- Ethics in B2B Marketing

NR.	DATUM	BEGINN	ENDE
1	Sa. 27.09.2025	08:00	12:05
2	Do. 02.10.2025	13:00	17:05
3	Fr. 03.10.2025	13:00	17:05

Lecture/Seminar profile:

International Procurement (BB_IPR3IT)

Degree course	GSMM.ma
Course title	International Procurement
Course code	BB_IPR3IT
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 24.10.2025	15:30	19:35
2	Fr. 31.10.2025	15:30	19:35
3	Fr. 14.11.2025	15:30	19:35

Lecture/Seminar profile:

Key Account Management (BB_KAM1IC)

Degree course	GSMM.ma
Course title	Key Account Management
Course code	BB_KAM1IC
Level	Master
Term	WS25/26
Lecturer	Christian Stadlmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

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

NR.	DATUM	BEGINN	ENDE
1	Do. 25.09.2025	14:00	18:05
2	Sa. 27.09.2025	13:00	16:15
3	Mi. 01.10.2025	08:00	12:05
4	Fr. 10.10.2025	14:40	15:25

Lecture/Seminar profile:

Market and Business Analytics (BB_MBA3IC)

Degree course	GSMM.ma
Course title	Market and Business Analytics
Course code	BB_MBA3IC
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 03.10.2025	15:30	19:35
2	Fr. 17.10.2025	15:30	19:35
3	Fr. 21.11.2025	15:30	19:35
4	Sa. 22.11.2025	13:00	17:05
5	Fr. 05.12.2025	15:30	19:35

Lecture/Seminar profile:

Sales Management (BB_SAM1IC)

Degree course	GSMM.ma
Course title	Sales Management
Course code	BB_SAM1IC
Level	Master
Term	WS25/26
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

- Sales process in the B2B area
- Organization structure of a sales department
- Sales channels (single vs. multi; direct vs. indirect)
- Sales controlling
- Buying Center

NR.	DATUM	BEGINN	ENDE
1	Mi. 01.10.2025	13:00	17:05
2	Do. 02.10.2025	08:00	12:05
3	Sa. 04.10.2025	08:00	12:05

Lecture/Seminar profile:

Sales Force Leadership (BB_SFL1IC)

Degree course	GSMM.ma
Course title	Sales Force Leadership
Course code	BB_SFL1IC
Level	Master
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

 Central aspects of leadership, leadership style and behaviour
 Participation, delegation, leadership instruments such as monitoring and appraisal systems, various intervention and motivation techniques
 Formatting of a world class sales team
 Trust building and cultural challenges when leading an international team

NR.	DATUM	BEGINN	ENDE
1	Sa. 15.11.2025	08:00	12:05
2	Fr. 21.11.2025	15:30	19:35
3	Sa. 22.11.2025	08:00	12:05

Lecture/Seminar profile:

Service and Innovation Management (BB_SIM3IC)

Degree course	GSMM.ma
Course title	Service and Innovation Management
Course code	BB_SIM3IC
Level	Master
Term	WS25/26
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	2

Content:

- Cooper Stage-Gate Innovation Management Process
- Methods and Tools of Design Thinking
- Open Innovation Process Management: Coupled, Inside-out, Outside-in Innovation
- Innovation in Blue Chips – Intrapreneurship Case Study
- Servitization pathways of different industries
- Management of the Service Paradox: Resilience and Strategies
- Sustainability and Innovation: Policies and Society

NR.	DATUM	BEGINN	ENDE
1	Sa. 11.10.2025	08:00	12:05
2	Sa. 11.10.2025	13:00	15:25
3	Di. 04.11.2025	17:15	18:45
4	Fr. 07.11.2025	15:30	19:35

Lecture/Seminar profile:

Servitization and Service Excellence (BB_SSE1IC)

Degree course	GSMM.ma
Course title	Servitization and Service Excellence
Course code	BB_SSE1IC
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 07.11.2025	15:30	19:35
2	Fr. 14.11.2025	15:30	19:35
3	Fr. 28.11.2025	15:30	19:35
4	Sa. 13.12.2025	08:00	12:05
5	Sa. 17.01.2026	08:00	12:05
6	Sa. 17.01.2026	13:00	17:05

Lecture/Seminar profile:

Sales Subsidiary Management (BB_SSM3IC)

Degree course	GSMM.ma
Course title	Sales Subsidiary Management
Course code	BB_SSM3IC
Level	Master
Term	WS25/26
Lecturer	Andreas Penz
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)

NR.	DATUM	BEGINN	ENDE
1	Fr. 28.11.2025	15:30	19:35
2	Sa. 06.12.2025	13:00	17:05
3	Fr. 09.01.2026	15:30	19:35

Lecture/Seminar profile:

Strategic thinking and execution (BB_STE1IC)

Degree course	GSMM.ma
Course title	Strategic thinking and execution
Course code	BB_STE1IC
Level	Master
Term	WS25/26
Lecturer	Wolfgang Schwaiger
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:

- Strategic Planning
- Market and Competitor Based View
- Customer Based View: Treacy/Wiersema, Reichheld, Ohmae, Strebl, …;
- Resource Based Approaches: Core Competencies, Tangible and Intangible Ressources, experience curve, value chain, outsourcing
- Business models – analogue and digital

NR.	DATUM	BEGINN	ENDE
1	Sa. 11.10.2025	08:00	12:05
2	Sa. 18.10.2025	08:00	12:05
3	Sa. 06.12.2025	08:00	12:05
4	Sa. 20.12.2025	08:00	12:05
5	Sa. 24.01.2026	08:00	12:05
6	Sa. 31.01.2026	08:00	12:05

Lecture/Seminar profile:

Value Based Marketing (BB_VBM1IC)

Degree course	GSMM.ma
Course title	Value Based Marketing
Course code	BB_VBM1IC
Level	Master
Term	WS25/26
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:

 Integration of the customer driven company concept into main strategic concepts of marketing management
 Customer value generation concepts
 Concept of differential advantages to business-to-business markets
 Shareholder value perspective
 Measuring value and application of the customer-value-audit concept

NR.	DATUM	BEGINN	ENDE
1	Sa. 08.11.2025	08:00	12:05
2	Sa. 29.11.2025	08:00	12:05
3	Fr. 05.12.2025	15:30	19:35

Lecture/Seminar profile:

Value Based Sales (BB_VBS1IC)

Degree course	GSMM.ma
Course title	Value Based Sales
Course code	BB_VBS1IC
Level	Master
Term	WS25/26
Lecturer	Bernhard Martin Freiseisen
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Content:

- Value for organization and the value hierarchy
- Value process and different forms
- Challenges of implementing value-based selling and how to overcome them
- Assessment and Communication of value to the customers
- Identification of customer perspective
- Value based pricing and tools

NR.	DATUM	BEGINN	ENDE
1	Fr. 10.10.2025	15:30	19:35
2	Sa. 11.10.2025	13:00	17:05
3	Fr. 17.10.2025	15:30	19:35

Lecture/Seminar profile:

Intercultural Management II (CUL3UE)

Degree course	HRM.ma
Course title	Intercultural Management II
Course code	CUL3UE
Level	Master
Term	WS25/26
Lecturer	Sophie Wiesinger
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:

NR.	DATUM	BEGINN	ENDE
1	Fr. 26.09.2025	08:00	12:05
2	Sa. 11.10.2025	08:00	12:05
3	Fr. 17.10.2025	15:30	19:05
4	Sa. 18.10.2025	08:00	17:00

Lecture/Seminar profile:

Global HRM (GHR2IL)

Degree course	HRM.ma
Course title	Global HRM
Course code	GHR2IL
Level	Master
Term	WS25/26
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

NR.	DATUM	BEGINN	ENDE
1	Fr. 23.01.2026	15:30	19:35
2	Sa. 24.01.2026	08:00	17:05

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	WS25/26
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.

NR.	DATUM	BEGINN	ENDE
1	Fr. 12.09.2025	08:00	12:05
2	Sa. 20.09.2025	13:00	17:05
3	Sa. 27.09.2025	08:00	12:05
4	Sa. 04.10.2025	13:00	17:05
5	Sa. 22.11.2025	08:00	12:05
6	Sa. 22.11.2025	08:00	12:05

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

11.12.2025	08:55	to	16:05	/ Campus Wels
15.01.2026	08:55	to	16:05	/ Campus Wels
16.01.2026	08:00	to	14:00	/ Campus Wels
20.01.2026	08:55	to	15:10	/ Campus Wels

Registration

https://forms.office.com/e/ZygpZaDJfa

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

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

13.11.2025	16:00 - 20:00	Online
28.11.2025	16:00 - 20:15	Campus Steyr / DigiSpace

Additional online-meetings by arrangement.

Registration

https://forms.office.com/e/ZygpZaDJfa

LEVEL
- Bachelor

PREREQUISITES
- Basic computer and presentation skills

COURSE
- Integrated course

CREDITS
- 2 ECTS

UNITS
- 15

EXAMINATION MODE
- Participation in lecture and homework
- Project work

LANGUAGE
- English

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

LECTURER
- FH-Prof. Dr. Klaus Arthofer

FH OÖ Electives

Studier dich weiter, bleib flexibel

EMO

E-Mobility

Content

In this course, you will gain a solid understanding of the physical and engineering principles of electromobility. You will explore the key challenges of integrating electric vehicles into existing energy systems, including the influence of regulatory frameworks and their role in the energy transition. You will learn how to develop basic calculations for the expansion of electromobility and how to conduct relevant simulations.

Focus

- Drive Technology and E-Mobility
- Conventional and Alternative Drive Systems
- Strategies for Powertrain Optimization
- Methods and Systems for the Storage and Supply of Electrical Energy in Vehicles
- Electric Traction Drives
- Vehicle Concepts of Electric Road Vehicles
- Public Transport
- Energy Utilization in Electric Vehicles
- Charging Infrastructure
- Integration into Residential Complexes
- Simultaneity Factors

This course is part of the Master's programme AET. AET Master's students cannot take this course again as an elective.

Dates*

03.10.2025	08:50	to	12:15	/ Campus Wels
10.10.2025	08:50	to	12:15	/ Campus Wels
15.10.2025	09:50	to	11:30	/ Campus Wels
16.10.2025	14:25	to	17:00	/ Campus Wels
23.10.2025	13:30	to	16:05	/ Campus Wels
30.10.2025	09:50	to	11:30	/ Campus Wels
05.11.2025	09:50	to	11:30	/ Campus Wels
06.11.2025	14:25	to	17:00	/ Campus Wels
13.11.2025	09:50	to	11:30	/ Campus Wels
19.11.2025	09:50	to	11:30	/ Campus Wels
27.11.2025	09:50	to	12:25	/ Campus Wels

*There may still be changes before the start of the semester.

Registration

https://forms.office.com/e/ZygpZaDJfa

LEVEL
- Master

PREREQUISITES
- None

COURSE
- Lecture

CREDITS
- 2,5 ECTS

UNITS
- 30

EXAMINATION MODE
- Final written exam

LANGUAGE
- English

WHERE & HOW
- On-site
- Campus Wels

LECTURER
- FH-Prof. DI Dr. Burkhard Stadlmann
- DI Dr. Thomas Wieland
- DI Dr. Christoph Leitinger

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 **08.10.2025**.

Registration

1. Please register through our form https://forms.office.com/e/ZygpZaDJfa **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 ‘FHOOE Racing Team - Studentischer Verein zur Förderung von Forschung, Bildung und Entwicklung für die österreichische Wissenschaft’ with all rights and obligations.

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

Dates

03.12.2025	15:30 -	17:45	Online
10.12.2025	15:30 -	17:45	Online
17.12.2025	16:15 -	17:45	Online
14.01.2026	16:15 -	17:45	Online
21.01.2026	16:15 -	17:45	Online
28.01.2026	16:15 -	17:45	Online

Registration

https://forms.office.com/e/ZygpZaDJfa

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

FH OÖ Electives

Studier dich weiter, bleib flexibel

EQC

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

Dates

07.10.2025	18:00 - 21:30	Online
14.10.2025	18:00 - 21:30	Online
21.10.2025	18:00 - 21:30	Online
28.10.2025	18:00 - 21:30	Online
04.11.2025	18:00 - 21:30	Online
11.11.2025	18:00 - 21:30	Online
18.11.2025	18:00 - 20:45	Online
25.11.2025	18:00 - 20:45	Online

Registration

https://forms.office.com/e/ZygpZaDJfa

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

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

09.09.2025	08:00 - 10:25	Campus Linz
10.09.2025	08:00 - 10:25	Campus Linz
11.09.2025	08:00 - 11:15	Campus Linz
16.09.2025	08:00 - 10:25	Campus Linz
17.09.2025	08:00 - 10:25	Campus Linz
18.09.2025	08:00 - 11:15	Campus Linz
23.09.2025	08:00 - 10:25	Campus Linz
24.09.2025	08:00 - 10:25	Campus Linz
25.09.2025	08:00 - 11:15	Campus Linz

Registration

https://forms.office.com/e/ZygpZaDJfa

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
- FH-Prof. Univ.-Doz. DI Dr. Ulrich Bodenhofer

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.

Infosession 16.10.2025 16:30 - 17:30
SAS Specialization – why SAS and why this might be a great move for your career path

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2ZkYzZiZWUtZmYwYS00ZjM0L-WE0OWMtNjM5MTRiY2FlOGQ4%40thread.v2/0?context=%7b%22Tid%22%3a%22f88d4b73-6bb2-4b9a-abc7-eb96e5a6407c%22%2c%22Oid%22%3a%22cfb3db17-e17e-4a26-84d3-924f8c3aed4e%22%7d

Besprechungs-ID: 338 405 453 502
Kennung: XB6hA6Er

Registration

https://forms.office.com/e/ZygpZaDJfa

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

DME

Sustainable Design in Medical Engineering

Content

The course aims to raise awareness of sustainability and to provide knowledge and tools for sustainable design, especially in the field of medical engineering. It covers frameworks, such as the sustainable development goals (SDGs) of the U.N. and the EU Green Deal, guidelines and reporting standards, and how these regulatory efforts drive innovation. There is a focus on ecological design and life cycles of medical products, also in the form of an in-class project.

You will gain knowledge in the most important frameworks of sustainability, reporting standards and regulations, as well as ecological design in the medical engineering area. The course provides tools for implementing sustainability in the design and life cycles of medical products.

Dates

13.10.2025	15:30 - 18:45	Campus Linz
20.10.2025	15:30 - 18:45	Campus Linz
27.10.2025	15:30 - 18:45	Campus Linz
03.11.2025	15:30 - 17:55	Campus Linz

Registration

https://forms.office.com/e/ZygpZaDJfa

LEVEL
→ Bachelor / Master

PREREQUISITES
→ None

COURSE
→ Integrated course

CREDITS
→ 1 ECTS

UNITS
→ 15

EXAMINATION MODE
→ Participation in group discussions
→ Presentation of workshop results
→ In-class project work

LANGUAGE
→ English (German optional)

WHERE & HOW
→ Campus Linz

LECTURER
→ Ass. Prof. DI Dr. Andreas Karner

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

23.09.2025	16:00 - 20:00		Online
25.09.2025	16:00 - 20:00		Online
26.09.2025	16:00 - 20:00		Online
Exam			
30.09.2025	16:00	17:00	TBD

Registration

https://forms.office.com/e/ZygpZaDJfa

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

Course Title	Next Level Skills for Student Leaders
Course Type	IL
ECTS Credits	3 ECTS
Level	Bachelor / Master
Prerequisites	no
Language	English
Examination	Participation in online sessions, quizzes, and interactive exercises in Moodle, development of your own project, peer feedback on other students' projects
Semester	Winter semester and summer semester (2 different project cycles)
Contact hours per week	30 credit hours (online), a total of 6 sessions from the 3 modules must be completed
Group size	Depending on the number of registrations, maximum 10 participants in breakout rooms.
Study mode	Online, Registration via https://fh-ooe.at/en/nels/registration-form is necessary.
Contents	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" 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. **Module: Future Challenges (3 sessions)** Session: Future Skills and Megatrends This session explores strategic foresight to understand long-term societal transformations (megatrends) and their impact on effective leadership. Students will learn tools to anticipate future developments and assess their future-readiness in evolving educational, political, and societal landscapes. Session: Digitalisation and Digital Transformation Student leaders will examine the core concepts and real-world impact of digitalization and digital transformation. The session covers how emerging technologies like AI and algorithms reshape communication, leadership, operations, and innovation, emphasizing their impact on decision-making and ethical use in digital environments. Session: Sustainability and SDGs This session empowers student leaders to advocate for a more sustainable and ethical environment by focusing on the United Nations Sustainable Development Goals (SDGs). Developed with UNESCO partners, it also covers strategies for building strong partnerships and promoting initiatives for sustainable impact. **Module Next Level Skills (5 sessions)** Session: Leadership for Student Leaders: Self and Team Leadership This transformative session focuses on authentic, empathetic, and courageous leadership. Through personal storytelling and collaborative

	problem-solving, students will explore self-leadership and team leadership, igniting their potential to drive change within their communities. Session: Communication for Student Leaders This course supports student leaders in developing effective communication skills for the digital space. Through discussions and simulations, participants will learn to navigate virtual communication dynamics, recognize the importance of internal and external communication, and apply practical tools for strategic digital messaging. Session: Conflict Resolution for Student Leaders This session equips student leaders with practical strategies for understanding and resolving conflicts. It covers techniques for addressing disputes constructively, fostering dialogue, and building sustainable solutions through negotiation and emotional intelligence, leading to positive transformation and stronger relationships. Session: Effective Communication Between Student Leaders and Decision Makers This course empowers student leaders with the communication skills and strategic insights needed to engage meaningfully with institutional, community, and policy decision-makers. It covers stakeholder mapping, analyzing power dynamics, and tailoring messages to different audiences for effective advocacy and sustained professional relationships. Session: Cross-Sector Partnership and Stakeholder Engagement for Student Leaders This session provides student leaders with the knowledge and tools to build effective cross-sector partnerships. Through a virtual learning experience, participants will gain insights into managing multi-stakeholder partnerships that transcend sectors to drive sustainable and socially inclusive development, focusing on trust-based, relational approaches. **Module New Ways of Student Organising (2 sessions)** Session: New Ways of Student Organising I This session explores new forms of global student organizing, analyzing the role of digital activism in modern student movements. It delves into the importance of intersectionality and coalition-building in student advocacy, while also examining ongoing challenges such as state repression and internal organizational dynamics. Session: New Ways of Student Organising II This session focuses on enhancing students' communication, negotiation, and leadership skills for effective advocacy, including public speaking and media handling. It also develops critical organizational and management skills such as time management and task delegation. Furthermore, the session explores the role of digital mobilization in contemporary activism, emphasizing the effective use of social media platforms.
Recommended reading	Tba
Acquisition of skills	The NELS course facilitates a high-quality international and cross-cultural virtual exchange. It focuses on two key areas: **1. Skills Development**

	The primary objective is to cultivate transversal skills and competencies crucial for participants' personal and professional growth. • To improve communication skills, including public speaking, media handling, negotiation, and diplomacy. • To enhance leadership skills, covering goal setting, decision-making, time management, delegation, and conflict resolution. • To increase familiarity with digital tools and platforms for communication and collaboration. • To foster a greater understanding of interdisciplinary collaboration. • To increase awareness of sustainability issues and their relevance in higher education. • To improve knowledge and skills in promoting diversity and inclusion on campus. • To develop organizational and management skills critical for student-led movements. **2. Intercultural Exchange** This objective focuses on fostering exchange between students from Europe and Sub-Saharan Africa, thereby promoting intercultural understanding and collaboration. This is achieved by: • Nurturing a community of NELS students: Participants from both regions will collaborate on topics of common interest during training sessions and have opportunities to discuss these in virtual coffee sessions, sharing experiences with peers from different regions and colleagues in the student movement. • Enabling individual connections: Students can connect through online tools like whiteboards, chat, and forums.
Module coordinator	Silke Preymann
Speakers	u.a: • Manja Klemencic, Professorin an der Universität Ljubljana und der Harvard University • Silke Preymann, Studiengangsleiterin HRM Campus Steyr • Goski Alabi, Professor an der Accra Metropolitan University und Präsidentin des African Council for Distance Education • Bismark Amefianu Kodoafur, Projektkoordinator für die All African Students‘ Union • Annette Hintze, Research Associate at the Centre for Higher Education Quality Development, University of Duisburg-Essen