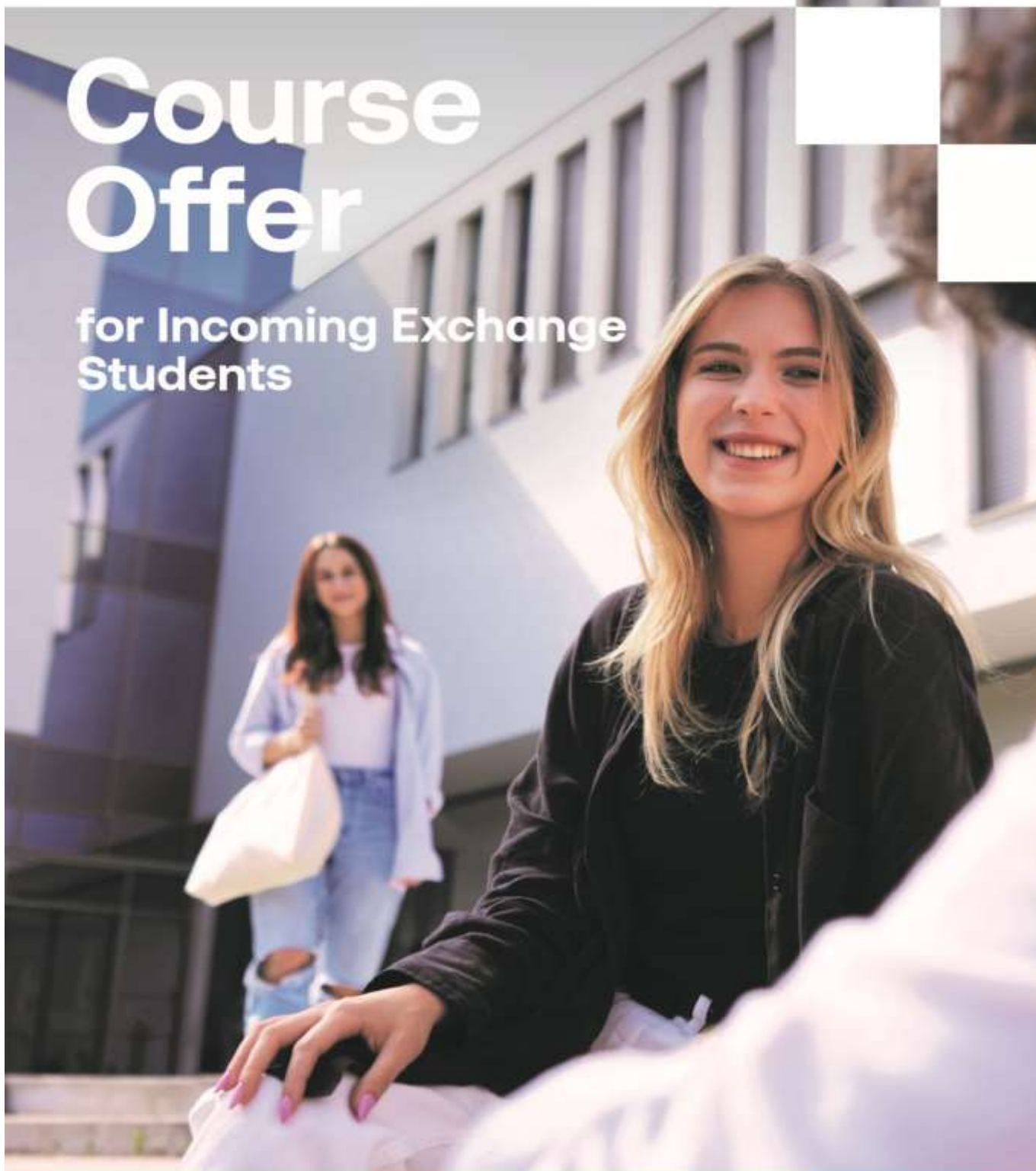




UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA

# Course Offer

for Incoming Exchange  
Students



School of Business and Management

[fh-ooe.at/en/steyr-campus](https://fh-ooe.at/en/steyr-campus)

## Bachelor's Degree Programme

Program me	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)</b>							
CRF.ba	ENE2UE	English 2 - Intermediate professional communication skills	Practice-oriented session	2	Bachelor	3	5
CRF.ba	ENV4UE	English 4 - Proficient professional communication skills	Practice-oriented session	4	Bachelor	2,5	6
CRF.ba	INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	7
<b>Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)</b>							
GSM.ba	ADT2IC	Applied Digital Technologies	Integrated course	2	Bachelor	2	8
GSM.ba	BBM2IC	Instruments of B2B Marketing and Communication	Integrated course	2	Bachelor	3	9
GSM.ba	BDM4IC	Digital Marketing	Integrated course	4	Bachelor	3	10
GSM.ba	BIS4PR	Business Information Systems	Practice-oriented session	4	Bachelor	3	11
GSM.ba	CEC4IC	Circular Economy	Integrated course	4	Bachelor	1	12
GSM.ba	EAT4IT	Acquisition Techniques	Individual Training	4	Bachelor	1	13
GSM.ba	EXP4IT	Selling and Managing Export Partners	Individual Training	4	Bachelor	2	14
GSM.ba	FIN2IC	Finance 1 - Accounting and Taxation	Integrated course	2	Bachelor	2	15
GSM.ba	FIN4IC	Finance 3 – Finance Management and Controlling	Integrated course	4	Bachelor	2	16
GSM.ba	ISF4IC	Selected Innovations of Smart Factory	Integrated course	4	Bachelor	2	17
GSM.ba	LAW4IC	Introduction to Buisness Law	Integrated course	4	Bachelor	3	18
GSM.ba	LGE4IT	Lead Generation	Individual Training	4	Bachelor	1	19
GSM.ba	MBI2IC	Market and Business Intelligence	Integrated course	2	Bachelor	5	20
GSM.ba	MEC2IC	Introduction to Mechatronics and Industrial Automation	Integrated course	2	Bachelor	3	21

Program me	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)</b>							
GSM.ba	MSC2IC	Managing Sales Channels	Integrated course	2	Bachelor	3	22
GSM.ba	RIS4IC	Managing Risks in International Sales	Integrated course	4	Bachelor	2	23
GSM.ba	SAL4IT	Selling Knowledge-intensive Products and Services	Individual Training	4	Bachelor	2	24
GSM.ba	TAW4IC	Trading Areas in a Worldwide Comparison	Integrated course	4	Bachelor	2	25
<b>International Logistics Management (Bachelor, Steyr Campus)</b>							
ILM.ba	ENG2UE	Englisch II	Practice-oriented	2	Bachelor	3	26
ILM.ba	ENG4UE	English conversation	Practice-oriented session	4	Bachelor	2	27
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	28
ILM.ba	IO-B2B	Global B2B-Marketing	Practice-oriented	2	Bachelor	2	29
ILM.ba	IO-CM	Conflict Management	Seminar	2	Bachelor	3	30
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	2	Bachelor	2	31
ILM.ba	IO-GB	German for Beginners	Integrated course	2	Bachelor	4	32
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	33
ILM.ba	IO-ECO	Applied Economics: Uniting Theoretical Concepts with Real-World Development	Integrated course	2	Bachelor	3	34
ILM.ba	IO-IM	Intercultural Management: Mastering Strategy in Intercultural Environments	Lecture	2	Bachelor	3	35
ILM.ba	IO-LS	Leadership	Integrated course	2	Bachelor	3	36
ILM.ba	IO-PRS	Presentation Skills	Integrated course	2	Bachelor	1	37
ILM.ba	IO-PSY	Applied Psychology	Integrated course	2	Bachelor	1	38

Program me	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
ILM.ba	IO-FIN	Financial Accounting Basics: Understanding and Analyzing Financial Statements	Integrated course	2	Bachelor	4	66
ILM.ba	IO-ICM	International Capital Markets	Integrated course	2	Bachelor	2	67
ILM.ba	IO-NEG	Cross-Cultural Negotiations	Seminar	2	Bachelor	2	68
<b>Marketing and Digital Business (Bachelor, Steyr Campus)</b>							
MAB.ba	DMT2LB	Datamanagement II	Laboratory session	2	Bachelor	2	39
MAB.ba	ENG2UE	English II - basics	Practice-oriented	2	Bachelor	3	40
MAB.ba	ENG4UE	English 4	Practice-oriented	4	Bachelor	2	41
<b>Process Management and Business Intelligence (Bachelor, Steyr Campus) Full Time, Part-time</b>							
PMBI.ba	EN2UE	English 2	Practice-oriented session	2	Bachelor	2	42
PMBI.ba	EN4LB	English 4	Laboratory session	4	Bachelor	4	43
<b>Smart Production and Management (Bachelor, Steyr Campus)</b>							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	44
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	45
<b>Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)</b>							
CRF.ba	BB INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	46
<b>International Logistics Management (Bachelor - Part Time, Steyr Campus)</b>							
ILM.ba	BB ENG2UE	Englisch II	Practice-oriented session	2	Bachelor	3	47
<b>Marketing and Digital Business (Bachelor - Part Time, Steyr Campus)</b>							
MAB.ba	DMT2LB	Datamanagement II	Laboratory session	2	Bachelor	2	48
<b>Smart Production and Management (Bachelor - Part Time, Steyr Campus)</b>							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	51
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	52

## Master's Degree Programme

Program me	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Operations Management (Master, Steyr Campus)</b>							
OMT.ma	LOP2IL	Lean Operations Management GERMAN	Lecture	2	Master	3	53
OMT.ma	LSH2IL	Leadership GERMAN	Lecture	2	Master	3	54
<b>Digital Business Management (Master - Part Time, Steyr Campus)</b>							
DBM.ma	DWL1	Sustainable Development Goals	Integrated course	2	Master	3	55
<b>Global Sales and Marketing Master (Master - Part Time, Steyr Campus)</b>							
GSMM.m a	BB_BIS2IT	Business Simulation	Individual Training	2	Master	3	56
GSMM.m a	BB_BRM2IC	Brand Management	Integrated course	2	Master	2	57
GSMM.m a	BB_CHM2IC	Change Management	Integrated course	2	Master	3	58
GSMM.m a	BB_ECO2IC	Economics	Integrated course	2	Master	4	59
GSMM.m a	BB_ILA2IC	International Law	Integrated course	2	Master	2	60
GSMM.m a	BB_MSP2IC	Marketing and Sales Performance Measurement	Integrated course	2	Master	3	61
GSMM.m a	BB_RLNIT	Resilience Lab/Negotiation in crisis	Individual Training	2	Master	2	62
GSMM.m a	BB_SAE2IC	Sales Enablement	Integrated course	2	Master	2	63
<b>Human Resource Management (Master - Part Time, Steyr Campus)</b>							
HRM.ma	EXP3IL	Expatriate Management	Integrated course	3	Master	2	64
HRM.ma	GHR2IL	Global HRM	Integrated course	2	Master	1,5	65

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

<b>Degree course</b>	CRF.ba
<b>Course title</b>	English 2 - Intermediate professional communication skills
<b>Course code</b>	ENE2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Sarah Ann Grafinger, Sarah Habsburg-Lothringen
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 4 - Proficient professional communication skills (ENV4UE)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	English 4 - Proficient professional communication skills
<b>Course code</b>	ENV4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Mailys Océane Senanayake, Genna Anneliese LaRocca
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2,5
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	CRF.ba
<b>Course title</b>	Intercultural Management
<b>Course code</b>	INT2IL
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

Internationalization and globalization of business

Forms of international business activity

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

Analysis of opportunities and risks in these markets

Entrepreneurial challenges through international business activities - effects on selected management areas

Procedure models for market entries

Internationalization of financial management - outsourcing and offshoring of financial activities

**Prerequisites:**

n.a.



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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Applied Digital Technologies
<b>Course code</b>	ADT2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Thomas Ramminger, Michael Amann-Langeder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

Principal concept behind generating and distributing web content

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

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

☒ Content management systems (CMS)

☒ AI powered systems for content management and creation

Developing an own website with gradually increasing functionality and complexity

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Instruments of B2B Marketing and Communication
<b>Course code</b>	BBM2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Andreas Zehetner
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

- ☒ Products – product criteria, product lines and extension
- ☒ Services – challenges, opportunities and specific rules
- ☒ Basics of innovation processes – sustainable product development
- ☒ Principles of branding
- Methods for pricing products and services
- ☒ Marketing communications – channels and instruments in a global B2B environment
- ☒ Principles of social media Marketing
- ☒ Recent developments in B2B Marketing

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Digital Marketing
<b>Course code</b>	BDM4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Philipp Pfaller, Christopher Korntner-Kanitz
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Business Information Systems
<b>Course code</b>	BIS4PR
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Simon Hartl, Michael Amann-Langeder, Thomas Ramminger
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

Topics:

- ☐ Customer Relationship Management (CRM)
- ☐ Enterprise Resource Planning (ERP)
- ☐ Systems relevant for sales and marketing

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Circular Economy (CEC4IC)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Circular Economy
<b>Course code</b>	CEC4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Peter Hutterer, Doris Ehrlinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

- ☒ Fundamentals of a circular economy and challenges from a Marketing and Sales point of view
- ☒ Enablers of Sustainability and a circular economy
- ☒ The 10 Rs: The starting point of a Circular Business Model
- ☒ Circular Business Model development
- ☒ Circularise a linear business model: Implementation and change management from existing to circular business models
- ☒ Driving innovation through impactful solutions
- ☒ Basic Circular Economy KPIs (social measures, environmental measures, economic measures)

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Acquisition Techniques
<b>Course code</b>	EAT4IT
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Selling and Managing Export Partners
<b>Course code</b>	EXP4IT
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Finance 1 - Accounting and Taxation
<b>Course code</b>	FIN2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Clemens Redl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

Business organizations, stakeholders, goal setting

☒ Controlling and financial Management

☒ Financial statements (Balance sheet, income statement, statement of cash-flows)

☒ National accounting principles (Austrian Law)

☒ Transactions and documents

☒ System of double entry accounting

☒ Preparing a balance-sheet and an income statement

☒ Analysis of financial statements by the use of ratios

☒ Principles of corporate taxation

**Prerequisites:**

n.a.



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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Finance 3 – Finance Management and Controlling
<b>Course code</b>	FIN4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Clemens Redl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Selected Innovations of Smart Factory
<b>Course code</b>	ISF4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Markus Vorderwinkler, Michael Eckl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

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

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

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Introduction to Business Law
<b>Course code</b>	LAW4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Philip Aumüller
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Lead Generation (LGE4IT)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Lead Generation
<b>Course code</b>	LGE4IT
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Andreas Zehetner, Georg Feichtinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Market and Business Intelligence
<b>Course code</b>	MBI2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Christopher Korntner-Kanitz, Margarethe Überwimmer, Piotr Kwiatek
<b>Contact hours per week</b>	4
<b>ECTS credits</b>	5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

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

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

**Prerequisites:**

n.a.

## Lecture/Seminar profile:

### Introduction to Mechatronics and Industrial Automation (MEC2IC)

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Introduction to Mechatronics and Industrial Automation
<b>Course code</b>	MEC2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Markus Vorderwinkler, Sabine Zerobin
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

#### Content:

Giving students an overview of mechatronical components and systems commonly used in industrial automation. Enable them to understand the basic functional principles of typical system and machine elements, sensors, actuators, control systems and industrial communication networks.

Topic: systems and machine elements

- Systems: pick & place systems, industrial robots, intralogistics systems
- Construction elements: profiles, enclosures, grippers, gearwheels, transfer belts, clampings

Topic: industrial sensors, measurement and inspection systems

- Basic sensors and measurement principles for displacement; position and proximity; acceleration, velocity and motion; force, torque, weight; voltage and current; temperature; humidity; light, radiation; gas and fluid flows
- Higher level / integrated sensors: position, presence, vibration and sound; power and energy
- Principle of machine vision: surface inspection, 3D-scanning, object recognition and tracking
- Material inspection by X-Ray and MRT
- Sensors and systems for object identification and data exchange: barcode, data matrix code, RFID
- Signal conditioning and processing

Topic: industrial actuators

- AC/DC drives, stepper motors, servo drives
- power electronics and motor controllers
- hydraulic and pneumatic actuators

Topic: industrial control and communication systems

- The control pyramid
- Programmable Logic Controllers (PLC), Manufacturing Execution Systems (MES), Data

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Managing Sales Channels
<b>Course code</b>	MSC2IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Robert Füreder, Christian Stadlmann
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

Key Account Management

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

Sales Partner Management

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Managing Risks in International Sales
<b>Course code</b>	RIS4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Karin Palmethofer-Hörschinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.



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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Selling Knowledge-intensive Products and Services
<b>Course code</b>	SAL4IT
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Robert Füreder, Piotr Kwiatek
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Trading Areas in a Worldwide Comparison
<b>Course code</b>	TAW4IC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Georg Weingartner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Englisch II (ENG2UE)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Englisch II
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Sarah Ann Grafinger, Samantha Einwagner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	English conversation
<b>Course code</b>	ENG4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Nicholas Allen
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

- Vocabulary extension
- Meetings and negotiations
- Formal debating
- Job application
- Self presentation in traditional recruitment and assessment centers
- Language structure (reported speech, linking, contrasting, academic writing, correction techniques)

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Austrian Culture and Civilization
<b>Course code</b>	IO-ACC
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Hannes Hofstadler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

Students will become acquainted with Austria's culture and society

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

Students will learn about Austrian traditions, customs and etiquette

Stimulation and promotion of cultural open mindedness

Improvement of intercultural communication

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

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

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Global B2B-Marketing (IO-B2B)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Global B2B-Marketing
<b>Course code</b>	IO-B2B
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Sophie Wiesinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Conflict Management
<b>Course code</b>	IO-CM
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Jutta Höllriegl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Seminar
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

Communication exercises / filter / prejudices

Expressing (negative) feelings, feedback & rules

Conflict models of Schwarz

Levels of conflict and consequences – Glasl

Role plays

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Entrepreneurship & Business Entry Models (IO-ENT)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Entrepreneurship & Business Entry Models
<b>Course code</b>	IO-ENT
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Ahu Seda Genis-Gruber
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

Course Aim:

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

**Content:**

For an effective entrepreneurial and organizational management, the analysis of recent developments and trends within hypercompetitive global arena will be carried out in the classes through text and case studies. The expanding Startup Community among the geographies, and rapidly growing economies requires new management applications and entrepreneurial spirit. Entrepreneurship-, Startup- and Cross Cultural Management Strategies will be evaluated in the context of global changes and the development of future markets.

**Prerequisites:**

n.a.



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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	German for Beginners
<b>Course code</b>	IO-GB
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

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

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

Students will acquire a command of basic grammar of German

Acquisition and development of basic vocabulary

**Structure:**

Pronunciation practice

Role-plays aimed at internalization of oral contexts

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Applied Economics: Uniting Theoretical Concepts with Real-World Development (IO-ECO)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Applied Economics: Uniting Theoretical Concepts with Real-World Development
<b>Course code</b>	IO-ECO
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Matthias Unterbuchsachner
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

The students understand

- the fundamental concepts of economics from a practical perspective.
- the fundamental microeconomic concepts related to markets, welfare and elasticities.
- the primary factor that determines economic development in real-world economies.
- the monetary system and the impact of money growth, inflation, and deflation.
- the role of the state - can analyze the difference and effects of fiscal and monetary policy.

Teaching and learning methods:

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

<b>Lesson</b>	<b>Topics</b>
1	Understanding Market Forces and Their Efficiency
2	Analyzing the Data of Macroeconomics
3	Economic Growth: The Role of Productivity and Public Policy
4	Exploring the IS-LM Model
5	The AS-AD Model: A Comprehensive Overview
6	The Financial System and the Impact of Monetary Policy
7	Written Exam
Extra	The European Union: Creation and Development of the European Project

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	German Lower Intermediate
<b>Course code</b>	IO-GLI
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

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

Students will be able to practice writing texts

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

Acquisition and development of vocabulary at intermediate's level

**Structure:**

Role-plays aimed at internalization of oral contexts

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

**Prerequisites:****Prerequisites:**

n.a.

**Lecture/Seminar profile:****Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS" (IO-IM)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
<b>Course code</b>	IO-IM
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Ahu Seda Genis-Gruber
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

Course Aim:

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

**Content:**

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

The course will concentrate on topics:

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

## Lecture/Seminar profile:

### Leadership (IO-LS)

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Leadership
<b>Course code</b>	IO-LS
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Christine Ebner
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

### Learning objectives:

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

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

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

### Content:

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

**Lecture/Seminar profile:****Presentation Skills (IO-PRS)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Presentation Skills
<b>Course code</b>	IO-PRS
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Robert Füreder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Applied Psychology (IO-PSY)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Applied Psychology
<b>Course code</b>	IO-PSY
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Kathrin Kordon
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

This course is designed to provide an overview of applied psychology basics to prepare yourself for behavioral sciences, leadership, change management and human resources management activities. Furthermore, a brief overview on industrial sociology is given.

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

- ☐ comprehend behavior from a natural and human sciences viewpoint.
- ☐ know about different theoretical concepts of personality psychology
- ☐ understand the concept and development of motivation
- ☐ develop detailed knowledge about achievement motivation
- ☐ understand positive and negative impacts of EU- and DIS-STRESS
- ☐ learn how to deal with conflicts from a static and dynamic perspective
- ☐ understand the basic concepts of group dynamics and team development

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Datamanagement II (DMT2LB)**

<b>Degree course</b>	MAB.ba
<b>Course title</b>	Datamanagement II
<b>Course code</b>	DMT2LB
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Gerald Petz, Dietmar Nedbal
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Laboratory session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	8

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****English II - basics (ENG2UE)**

<b>Degree course</b>	MAB.ba
<b>Course title</b>	English II - basics
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Sarah Ann Grafinger, Kristal Fellingner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**English 4 (ENG4UE)**

<b>Degree course</b>	MAB.ba
<b>Course title</b>	English 4
<b>Course code</b>	ENG4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Kevan Croton
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 2 (EN2UE)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 2
<b>Course code</b>	EN2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Rory Marc Thomas, Mailys Océane Senanayake
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 4 (EN4LB)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 4
<b>Course code</b>	EN4LB
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Marina Kostic
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4
<b>Course type</b>	Laboratory session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Advanced Business English II
<b>Course code</b>	ENA4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Frank Cromack
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Business English II
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Kristina Jilly
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Intercultural Management (BB INT2IL)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	Intercultural Management
<b>Course code</b>	BB INT2IL
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

Internationalization and globalization of business

Forms of international business activity

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

Analysis of opportunities and risks in these markets

Entrepreneurial challenges through international business activities - effects on selected management areas

Procedure models for market entries

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Englisch II (BB ENG2UE)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Englisch II
<b>Course code</b>	BB ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Samantha Einwagner, Kristal Fellingner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	7

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****Datamanagement II (DMT2LB)**

<b>Degree course</b>	MAB.ba
<b>Course title</b>	Datamanagement II
<b>Course code</b>	DMT2LB
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Christina Feilmayr, Harald Konnerth
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Laboratory session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	8

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 2 (BB EN2UE)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 2
<b>Course code</b>	BB EN2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	David Everson-Baltas, Timothy Spence
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 4 (BB EN4LB)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 4
<b>Course code</b>	BB EN4LB
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Lisa Schreiner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4
<b>Course type</b>	Laboratory session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Advanced Business English II
<b>Course code</b>	ENA4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	David Everson-Baltas
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Business English II
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Timothy Spence
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

Topics dealt with from the field of Production and Management

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Lean Operations Management (LOP2IL)**

<b>Degree course</b>	OMT.ma
<b>Course title</b>	Lean Operations Management
<b>Course code</b>	LOP2IL
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Roland Braune
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

Zur Vermittlung eines vertieften Verständnisses, der grundlegenden Zusammenhänge und Logiken wird schwerpunktmäßig – mit Praxisbezug zu Unternehmen aus Industrie, Gewerbe und Dienstleistung – auf folgende Lean Operations Management spezifische Themen eingegangen:

- Begriffsklarheit: Management, Lean Production, Lean Management, Operations Management, Produktivität, Qualität, Digitalisierung, Nachhaltigkeit, ...
- Grundlagen Lean Management, Operations Management: Historie,
- Philosophie, Kultur, Prinzipien, ...
- Nutzen/Erfolge einer schlanken Organisation
- Multiple, ganzheitliche Zielsetzung im Lean Operations Management
- Lean-Kennzahlen, KPI´s und Balanced Scorecards
- Prozesse erheben, visualisieren, optimieren und standardisieren
- Anwendung von Lean Management Methoden und Werkzeugen zur
- Optimierung, wie Vermeidung von Verschwendung, KVP, 3M, 5S, ABC/XYZ, Swimlane, Shopfloor, ...
- Wirksames Change Management als Basis zur Umsetzung von Lean Operations Management
- Skills erfolgreicher Operations Manager
- Lean Leadership – wirksame Führungsprinzipien im Operations Management

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Leadership (LSH2IL)**

<b>Degree course</b>	OMT.ma
<b>Course title</b>	Leadership
<b>Course code</b>	LSH2IL
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Ludwig Pekarek
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Sustainable Development Goals (DWL1)**

<b>Degree course</b>	DBM.ma
<b>Course title</b>	Sustainable Development Goals
<b>Course code</b>	DWL1
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Georg Redlhammer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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

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

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****Business Simulation (BB\_BIS2IT)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Business Simulation
<b>Course code</b>	BB_BIS2IT
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Peter Hofer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

- ☒ Balances conflicting objectives such as customer satisfaction and profit
- ☒ Sales and marketing activities and the effect of cash flow, profit and profitability
- ☒ Profitability of customers, products, and distribution channels
- ☒ Financial concepts such as break-even analysis in business

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Brand Management (BB\_BRM2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Brand Management
<b>Course code</b>	BB_BRM2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Pavel Strach
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Change Management (BB\_CHM2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Change Management
<b>Course code</b>	BB_CHM2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Peter Harald Brandstätter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Economics (BB\_ECO2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Economics
<b>Course code</b>	BB_ECO2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****International Law (BB\_ILA2IC)**

<b>Degree course</b>	GSMm.ma
<b>Course title</b>	International Law
<b>Course code</b>	BB_ILA2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Robert Reitmann
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:****International Law**

- o Relationship between International Legal Systems
- o Overview about important organizations and institutions in Europe and beyond
- o Unfair Competition – Differences between Austria (UWG) and other European countries; relationship to other acts, rules, and regulations.
- o Product Liability, Consumer Rights and Consumer Protection
- o International IPR

**Data Protection**

- o Basic principles of data protection
- o Main actors
- o Data subjects rights
- o Data protection – relevance for sales and marketing

**Contract Management**

- o Conclusion of contracts
- o Priority of documents
- o Retention of title
- o Transfer the risk
- o Delay

**Lecture/Seminar profile:****Marketing and Sales Performance Measurement (BB\_MSP2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Marketing and Sales Performance Measurement
<b>Course code</b>	BB_MSP2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Resilience Lab/Negotiation in crisis (BB\_RLNIT)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Resilience Lab/Negotiation in crisis
<b>Course code</b>	BB_RLNIT
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Constanze Dostal
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Sales Enablement (BB\_SAE2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Sales Enablement
<b>Course code</b>	BB_SAE2IC
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

Implementing Sales Enablement:

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

Applying Commercial Excellence:

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

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****Expatriate Management (EXP3IL)**

<b>Degree course</b>	HRM.ma
<b>Course title</b>	Expatriate Management
<b>Course code</b>	EXP3IL
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Hannes Hofstadler, Petronela Altrichter
<b>Contact hours per week</b>	1,33
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	HRM.ma
<b>Course title</b>	Global HRM
<b>Course code</b>	GHR2IL
<b>Level</b>	Master
<b>Term</b>	SS25
<b>Lecturer</b>	Sabine Gromer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Financial Accounting Basics: Understanding and Analyzing Financial Statements (IO-FIN)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Financial Accounting Basics: Understanding and Analyzing Financial Statements
<b>Course code</b>	IO-FIN
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Susanne Leitner-Hanetseder
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

## Learning Objectives

Upon successful completion of the course, participants will:

- be able to understand the components of financial statements.
- be able to interpret balance sheets, profit & loss statements, and cash flow statements.
- be able to understand basic concepts of recognition and assessment of assets & liabilities as well as recognition of sales and expenses
- be able to calculate and interpret financial ratios and
- be able to use financial information for decision-making purposes.

**Content:**

## Course Content

- Introduction to Financial Accounting
- Balance Sheet
- Double-Entry Accounting
- Profit & Loss Statement
- Other Components of Financial Statements
- Cash Flow Statement
- Financial Statement Analysis and Ratios

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****International Capital Markets (IO-ICM)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	International Capital Markets
<b>Course code</b>	IO-ICM
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Alexander Bramerdorfer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

The course is characterized by a variety of methods:  
Lecture, discussions, experiments in the context of game theory + behavioral economics, reading, watching and interpretation (hermeneutics) of selected texts and film plus a final exam

**Content:**

## Course Rationale and Description

In this lecture students gain an understanding about the economic mechanisms that drive financial markets, their instruments and value added. By learning the methods students acquire competence to discuss, analyze, and solve financial issues related to decision making of households, investors, corporations and financial institutions. Graduates master state-of-the-art models for investment decisions and for the pricing and management of portfolio risks, including stocks, bonds, and derivative securities.

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Cross-Cultural Negotiations
<b>Course code</b>	IO-NEG
<b>Level</b>	Bachelor
<b>Term</b>	SS25
<b>Lecturer</b>	Sophie Wiesinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Seminar
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

The students...

... know the basic concepts of business negotiations (e.g. Harvard concept, A6 model, process models,...)

... know and understand the types and reasons for business negotiations

... know and understand the influence of personality types on business negotiations (e.g. McLean, Buying Center,...)

... understand the importance of body language as part of business negotiations

... understand the importance of intercultural differences for global negotiations

... understand the influence of megatrends such as AI on negotiations

... apply what they have learnt about negotiation in role plays and case studies

**Content:**

Methods & Activities:

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

**Prerequisites:**

n.a.

