



Faculty of Business, Economics and Social Sciences

BUSINESS ADMINISTRATION – BACHELOR LEVEL

247051, 247052, 247053 Managing People and Organizations

Intensive Course, 1.00 hours, 2.00 ECTS credits, intensive sessions

247051	Mag. ^a Sonja Holm, MSc		
Friday, April 28,	09:15 – 17:00,	room: S2 219	
Saturday, April 29,	09:15 – 15:15,	room: BA 9912	

or

247052	Dr. Dieter Schauer, MBA		
Monday, May 15,	09:15 – 16:15,	room: MT 226/1	
Monday, May 22,	09:15 – 16:15,	room: KEP 1	

or

247053	Miriam Altmann, BSc		
Saturday, May 6,	10:15 – 17:00,	room: HF 9901	
Saturday, May 13,	10:15 – 17:00,	room: HF 9901	

Lecturers

Mag.^a Sonja Holm, MSc, Dr. Dieter Schauer, MBA and Miriam Altmann, BSc (Johannes Kepler University, Linz)

Entry requirements

All students will be expected to have a good command of both written and spoken English.

Contact

For administrative questions please contact the secretary's office of the Department of International Management (office_iim@jku.at) or the course coordinator, Prof. Erna Szabo (erna.szabo@jku.at). For any content-related questions please get directly in touch with the lecturer of the course you are going to take: sonja.holm@jku.at, dieter.schauer@jku.at or miriam.altmann@jku.at

Overview

The module „Managing People and Organizations“ consists of a lecture and an intensive course. The weekly lecture provides an overview of Organizational Psychology and Organization Theory related to leading individuals, teams and organizations in the context of a globalized world. It uses readings, videos, mini cases and in-class discussions. The lecture is held partly in German, partly in English. The intensive course zooms in on the interpersonal competence required in today's business world. It offers practical training and experiential learning. The intensive course is held in English and may also be taken independent of the lecture, in particular by exchange students.

Course objectives of the intensive course

- Students recognize the importance of culture and cultural differences for successful interactions in today's largely globalized business environment.
- Students gain a basic understanding for mono- and multi-cultural groups, their development and dynamics.
- Students are able to integrate the course contents with their personal experiences in order to successfully master future group work and intercultural interactions.

Method and Preparatory Assignments

The intensive course consists of two blocked sessions held in English by a lecturer, who is an expert on the topic of intercultural cooperation. Already prior to course start, students conduct an interview with an individual from a culture different from their own cultural background and write a preparatory assignment, which is based on texts available in KUSSS as of semester start (the whole book is available in the university library as well):

Adler, N. J. & A. Gundersen (2008): International Dimensions of Organizational Behavior, Mason, OH: Thomson South-Western, 5th Edition. → Chapter 1 (Culture and Management), 2 (How Cultural Differences Affect Organizations) and 5 (Managing Multicultural Teams).

Students find all details necessary for their preparatory work in KUSSS about three weeks prior to course start (please make sure your email address in KUSSS is correct).

Assessment and Grading

Attendance is mandatory during both blocked sessions. Assessment is based on (1) an individually-written preparatory assignment, (2) a preparatory interview about cultural differences, (3) a written group paper assigned after the second

session, and (4) a concluding individually-written reflection paper.

For a positive overall grade students need: positive grades on the preparatory assignment and interview, 100% attendance and active participation during both sessions, a positive grade on the group paper, and a passing grade on the reflection paper. Delays in the hand-in of assignments or weak participation lead to a lowering of the course grade.

Additional Information

In contrast to the lecture, the number of participating students in the intensive course is limited to 40. Therefore, 8-9 parallel courses are offered every semester, 3 of them are held in English language and with a focus on intercultural cooperation.

247005 International Business

Course, 2.00 hours, 3.00 ECTS credits

Monday, March 6,	13:45 – 17:00,	room: HF 9901
Monday, March 13,	13:45 – 17:00,	room: HF 9901
Monday, March 20,	13:45 – 17:00,	room: HS 4
Monday, March 27,	13:45 – 17:00,	room: HS 13
Monday, April 3,	13:45 – 17:00,	room: HS 4
Monday, April 24,	13:45 – 15:15,	room: HS 15

Lecturers

Katharina Puchmüller, MSc and Richard Wan, MGB (Johannes Kepler University)

Contact

For handing in assignments, questions or problems please contact: katharina.puchmueller@jku.at

Entry requirements

The course is open to international students. In case of changes to the schedule or other important correspondence concerning the course, emails will be sent out via the KUSSS-system. Therefore, please ensure that your email address in the KUSSS-System is one that you are checking on a regular basis.

Course objectives

- To prepare students for working in an international, complex and dynamic business environment.
- To grasp the foundations of international business by looking at international trade, trade theories and foreign direct investment.
- To understand which interdependent factors influence decision making in an international context by including the economic, political/legal, cultural, institutional and monetary/fiscal environments.
- To learn how multinational corporations organize their international operations.
- To explore the ambiguity of corporate social responsibility, sustainability and business ethics.
- To develop skills and make use of introduced analysis tools needed to deal with complex problems and decisions in international business and management.
- To bridge the theory-practice divide through gaining practical insights and sharing experiences of guest speakers operating in the international arena.

Course contents

- Introduction to International Business and Globalization
- International Trade, Trade Theories and FDI (foreign direct investment)
- The International Environment: economic, political/legal, financial, institutional and cultural factors
- The Multinational Corporation: structure, strategy and operations
- Stakeholder Analysis and Corporate Social Responsibility

Course structure

The course is comprised of five sessions (four academic hours each), followed by a sixth session where the final exam takes place.

Throughout the course, a combination of lectures and applied discussions of case studies and / or current events in international business are used to introduce students to the international business environment with its challenges, risks and opportunities. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class contribution in the discussions and group exercises are essential for students to get the full value from the class. Therefore, students are expected to contribute equally to all group-level assignments (e.g. case studies) and display an open, motivated and constructive mindset.

Grading

The assessment of this course is based on the individual and the group level.

Level	Assessment	Percentage
Group	Case Study Analysis 1	20 %
Group	Case Study Analysis 2	20 %
Individual	Short Tests (à 10 %)	20 %
Individual	Final Exam	40 %

For a passing grade you need 50% of the points from each assessment and in total at least 60% of the points

The final grade is calculated as follows (in %):

90-100 (1); 80-89.5 (2); 70-79.5 (3); 60-69.5 (4); 0-59,5 (5)

Readings

We offer a reading package containing all preparatory readings and the case studies for this course. Students are expected to read the texts for each session in advance. The reading package can be purchased at the department secretary's office (Hochschulfondsgebäude, 2nd floor, room 224) one week prior to the beginning of the course. Please note that there are preparatory readings already for the first course session.

247004 International Market Entry

Intensifying Course, 2.00 hours, 3.00 ECTS credits, intensive sessions

Monday, May 8,	13:45 – 17:00,	room: HS 4
Monday, May 15,	13:45 – 17:00,	room: HS 4
Monday, May 22,	13:45 – 17:00,	room: HS 4
Monday, May 29,	13:45 – 17:00,	room: HS 4
Monday, June 12,	13:45 – 17:00,	room: HF 9901
Monday, June 19,	13:45 – 15:15,	room: HF 9901

Lecturer

Richard Wan, MGB (Johannes Kepler University, Linz)

Contact

For handing in assignments, questions or problems please contact: richard.wan@jku.at

Entry requirements

Successful completion of the course “International Business” (or equivalent course taken at home university).

Course objectives

- To gain insights into the internationalization process of companies
- To understand and evaluate processes of international strategy formulation and implementation
- To evaluate internationalization models and different modes of international expansion
- To master tools and practices for structuring and controlling the internationalization process
- To apply strategic planning techniques and tools for strategic analysis, development and implementation and to analytically prepare management decisions facing firms with the help of case settings

Course Structure

International Market Entry is a course that aims to combine theoretical and practical insights into how companies manage international expansion and maintain international operations with the help of strategic management. Building on the knowledge gained in the course “International Business”, we now closely look at the multinational company (MNC) and how it acts and reacts in the global arena. New concepts and theoretical frameworks are learned through an integrated blend of lectures, case studies, role-plays, group-work and in-class discussions.

The first session of the course will give an introduction to global strategy in the MNC and an overview of why and how firms internationalize. Furthermore, the course organization and administration will take place to give an idea of what students can expect in the course and what is expected of them. As a final step, groups for the case study work will be formed and the groups will be given their first case study to work on. The following classes will focus on different topics of relevance to international market entry and MNC internationalization. Students will e.g. be provided with insights on how to develop and implement an international strategy, what to look for when planning a market entry (external and internal environment), selecting different entry modes or how to deal with corporate governance and integrating strategy formulation at different levels of the organization (corporate vs. business-level).

Grading

The assessment of this course is based on the individual and the group level:

Level	Assessment	Points
Group	Case Studies (2 cases à 20 points)	40
Group	Corporate Governance Essay	15
Individual	Exam	45
Maximum points:		100

For a passing grade you need 50% of the points in each category and in total at least 60%.

The final grade is calculated as follows:

90-100 (1); 80-89.5 (2); 70-79.5 (3); 60-69.5 (4); 0-59,5 (5)

Required reading

The reading can be purchased at the department secretary's office (Hochschulfondsgebäude, 2nd floor, room 224). Please note that you have to purchase the package before the start of the course.

247009 or 247010 Cross Cultural Management

Seminar, 2.00 hours, 3.00 ECTS credits

247009	Mag. ^a Sonja Holm, MSc	
Thursday, March 9,	09:15 – 12:45,	room: K 224B
Thursday, March 16,	09:15 – 12:45,	room: K 224B
Thursday, March 30,	09:15 – 12:45,	room: K 224B
Thursday, April 6,	09:15 – 12:45,	room: K 224B
Thursday, April 27,	09:15 – 12:45,	room: K 224B
Thursday, May 18,	09:15 – 12:45,	room: K 224B

or

247010	Dr. ⁱⁿ Alexandra Kaar	
Thursday, March 9,	13:45 – 17:00,	room: K 033C
Thursday, March 16,	13:45 – 17:00,	room: K 033C
Thursday, March 30,	13:45 – 17:00,	room: K 033C
Thursday, April 6,	13:45 – 17:00,	room: K 033C
Thursday, April 27,	13:45 – 17:00,	room: K 033C
Thursday, May 18,	13:45 – 17:00,	room: K 033C

Lecturers

Mag.^a Sonja Holm, MSc, Dr.ⁱⁿ Alexandra Kaar (Johannes Kepler University)

Contact

For handing in assignments and for questions or problems please contact: sonja.holm@jku.at or alexandra.kaar@jku.at

Entry requirements

This course is open to international students without further requirements.

Course Objectives

The goal of this course is to sensitize students to the issues and challenges involved in cross-cultural business encounters, in other words interactions between managers and subordinates, or between colleagues or business partners of different cultural backgrounds.

Course Content and Structure

The course covers the following topics: Introduction to culture, cross-cultural communication, cultural intelligence, cross-cultural training, cross-cultural leadership, motivation across cultures, multicultural teams, cross-cultural conflict, international assignments, diversity and bicultural identities.

The course takes place from October to December 2016 and includes six thematic sessions. The teaching language is English. Students are expected to attend all sessions and stay for the whole duration of each session. If for any special reason a student is not able to meet these requirements, s/he has to talk to the lecturer of that particular session in advance.

It is absolutely necessary to prepare well, i.e. read the required texts, in order to be able to contribute effectively. Additionally, issues of cross-cultural management are best learned in practice. Therefore, the course design is very interactive and builds on the cross-cultural composition of the student body as best as possible. Be prepared to bring your personal experience to class and share it with your classmates.

Requirements and Grading

The assessment of this course will be made based on the following requirements:

Two short tests	40 points (20 each)
Two reflective essays	40 points (20 each)
Class participation	20 points

For a passing grade students must obtain at least 50 per cent in each category AND at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

Short tests (20 points each):

Two times during the course, students write a short test (see time table). Each test is based on the preparatory literature of that or the previous session. Duration 15 minutes.

Reflective essays (20 points each):

Students write two individual essays (see time table) – 1000 words (+/- 10%). A reflective essay should ideally combine and integrate the student's personal opinion/experience with what s/he read and learnt in preparation for the session of that particular week. Both essays count equally for the final grade.

Class participation (20 points):

The multicultural composition of the student body allows for cross-cultural learning from each other. Therefore, students are encouraged to actively participate in class discussions and bring in their opinions as well as their expertise related to their own cultures.

Topics and Deadlines

1. Introduction to Culture
2. Cultural Dimensions; Cross-cultural Communication; 1st Short Test (Sessions 1 + 2)
3. Cultural Intelligence; Cross-cultural Training; 1st Reflective Essay due
4. Cross-cultural Leadership; Motivation across Cultures
5. Multicultural Teams; Cross-cultural Conflict; 2nd Short Test (Sessions 4 + 5)
6. International Assignments, Diversity and Bicultural Identities; 2nd Reflective Essay due

247006, 247007 Current Issues in International Management

Organization and Management of Multinational Enterprises

Seminar, 2.00 hours, 3.00 ECTS credits, weekly course

247006	Richard Wan, MGB	
Wednesday,	08:30 – 10:00	room: KG 519
from March 8 th to May 31 st , 2017		

or

247007	Richard Wan, MGB	
Tuesday,	08:30 – 10:00	room: BA 9908
from March 7 th to May 30 th , 2017		

Lecturer

Richard Wan, MGB (Johannes Kepler University, Linz)

Entry requirements

Successful completion of the course “International Business” (or equivalent course taken at home university).

Contact

For handing in assignments, questions or problems please contact: richard.wan@jku.at

Course objectives

- Know theories and design options related to the organization and management of multinational corporations (MNCs).
- They are able to judge the advantages and disadvantages of organizational structures, systems, and procedures that have historically evolved in response to the managerial challenges facing large MNCs.
- They are able to critically reflect on the theories discussed and apply them to the analysis of case studies.

Course content

Organizational structure, matrix organization, coordinating mechanisms, configurations, trust and control, post merger integration; strategic alliances; knowledge creation and transfer, headquarter – subsidiary relationships, micro-social aspects.

Pedagogical approach

- Mix: theory input lectures, small group discussions, plenary discussions, case studies, text reflections, compendium creation, workshop
- Learning Groups: At the beginning of the semester we will establish learning groups consisting of three students. These teams will act as small discussion groups during class time, as discussion leaders during the workshop, prepare case studies for class discussion, and contribute to the creation of a compendium
- Exams: There will be two exams in this course – a mid term-, and a final exam. The mid-term exam will be after the theory input sessions and will refer to the texts in the reading package. The final exam will be at the “diploma exam level” and will refer to the discussion of “broader topics”. For the mid-term exam you can earn a maximum of 30 points as well as for the final exam.
- Case Studies: During the course you will prepare case studies outside class hours. For two of the case studies you will hand in a written analysis, which will be graded (maximum 10 points per case; total: 20 points).
- Seminar Paper: After the input sessions and the case studies you will work on a paper “Management Challenges in Global Companies”. The orientation of the paper is “applied to practical management problems and deeply

grounded in theory". In addition to the reading package the theory will refer to literature which needs to be searched and investigated on your own.

Requirements and Grading

Grading will be based on four categories:

Level	Assessment	Points
Individual	Mid Term Exam	30
Group	Case studies	20
Group	Paper	20
Individual	Final Exam	30
Maximum points:		100

For a passing grade you need more than 50 per cent in each one of the categories

For a final passing grade you need to earn at least 60 per cent of the total points. The final grade will be calculated according to the following formula:

0-59 (5) 60-69 (4) 70-79 (3) 80-89 (2) 90-100 (1)

Required reading

In order to prepare for the course, students need to do the pre-course reading, which provides a necessary foundation for the classes. The reading pack is available at the department secretary's office (Hochschulfondsgebäude, 2nd floor, room 224) and consists of two parts:

- (1) an article compendium
- (2) the book [Galbraith, J.R. (2005): Designing the Customer-Centric Organization. A Guide to Strategy, Structure, and Process. San Francisco: Jossey Bass].

247033 Special Topics in International Management – International Negotiations

Intensifying Course, 2.00 hours, 3.00 ECTS credits

Wednesday, April 5,	08:30 – 11:45,	room: BA 9908,	Introduction and Input Basic Negotiations; meeting held by Prof. Auer-Rizzi, Reading Package (Part I) handed out
Wednesday, April 26,	10:15 – 11:45,	room: HS 13,	Mid-term Exam
Tuesday, May 2,	15:30 – 18:45,	room: MT 127,	Input International Negotiations
Wednesday, May 3,	10:15 – 13:30,	room: T 406,	FINS Preparation, Reading Package (Part II) handed out
Wednesday, May 10,	10:15 – 13:30,	room: KHG II,	FINS Consultations, (no regular course session; groups meet with Prof. Elangovan within this time frame)
Friday, May 12,	08:00 – 22:00,	room: KHG II,	FINS Exercise (Full attendance mandatory!)
Wednesday, May 17,	10:15 – 13:30,	room: HF 9905,	FINS Presentations, Debriefing, Conclusion

Lecturer

Dr. Ambathur R. Elangovan PhD (University of Victoria, Canada)

Contact

For handing in documents (e.g. entry requirements for international students, group reports), for questions or problems please contact Prof. Erna Szabo, the course coordinator, at erna.szabo@jku.at.

Entry requirements

Successful completion of at least one course in the area of International Management or International Business.

Please provide the relevant documents - course outline(s) and grade(s) of course(s) taken at home university - to the course coordinator, Prof. Erna Szabo, at the Department of International Management (Hochschulfondsgebäude, 2nd floor, room HF210) by Monday, April 3rd at the latest. Alternatively, you can send the documents to erna.szabo@jku.at electronically (same deadline). **Students who fail to provide the required documents on time cannot participate in the course!**

Course objectives

In the today's global economy, it is becoming increasingly important and necessary for managers and business leaders to engage in and negotiate contracts and projects in foreign countries. Most often this involves negotiating with several companies and organizations in the host countries, dealing with government agencies, regulations and offices in these countries, and, sometimes, signing special agreements with other competing multinationals that operate or want to operate in these countries. In addition, international negotiators have to strategically handle the media that can make or break a deal. Whether it is a simple licensing agreement or a joint-venture or a foreign-direct investment project, international business negotiations are often challenging and complex undertakings that require excellent negotiating and diplomatic skills.

This course is designed to help students become aware of some of these challenges and to learn to deal with them. The objectives of this course are to explore and "experience" the dynamics, challenges and intricacies of international negotiations. The course first introduces some core concepts in basic negotiations and then shifts the focus to the global

arena. It also complements the knowledge and skills that students have acquired in other business courses (e.g., finance, marketing).

Course Structure

This course is very experiential in nature and is structured around a very interesting and challenging simulation called the Foreign Investment Negotiation Simulation (FINS). Two three-hour sessions at the beginning of the course offer a basic introduction to the key concepts in negotiations along with mini-simulations. This is followed by an introduction session to international negotiations and the FINS exercise. Subsequently, the core of the course focuses directly on the FINS exercise. In this exercise three multinational companies, different governments, and several host-country companies are engaged in intense, complex and highly competitive negotiations in the micro-analyzer industry. Student groups will represent the different parties and the negotiations will last for a whole day. Prior to the beginning of the simulation, I will work with each student group to help develop a strategy for the simulation. In addition, during the simulation, I will play the role of the moderator as well as the role of the *European Business Journal*. The Journal will be published several times during the simulation and student groups may submit press releases to the Journal at any time. The course will conclude with a three-hour de-briefing session where we will analyze the outcomes, experiences and issues.

Course Requirements

- (1) *Mid-term exam*: “Getting to Yes” materials.
- (2) *Attendance is mandatory during all class sessions*.
- (3) *Participation*: Students are expected to participate fully and intensively in the class discussions, simulations, and the FINS exercise and debriefing. Participation will be evaluated on the following criteria:
 - a) Quality of preparation for the exercises, including familiarity with the reading material and FINS material.
 - b) Quality of performance on the class simulations and FINS exercise.
 - c) Quality of participation in the de-briefing sessions.
 - d) Quality of contributions during discussion of concepts and readings.
- (4) *Group Report and Presentation*: Student groups are expected to present their strategy planning, developments, implementation, and outcomes and key lessons learned in the FINS exercise. Special emphasis should be placed on a post-event analysis of what went right/wrong and why, and a discussion of insights into international, multi-party negotiating and "lessons learned" for the future. The report should also focus on intra-team dynamics and implications for multi-party negotiations (15-20 pages, double-spaced, size 12 fonts). The oral presentations will take place during the de-briefing session (10 minutes maximum per group). The group reports have to be handed in electronically a week later. Some points to structure the paper are:
 1. What happened in the negotiation, i.e., what were the key events?
 2. How did your group prepare for the negotiations?
 3. How did your group and the others behave in this exercise?
 4. What did you learn about yourself and others from this experience?
 5. How did the context of a multi-party, “international” negotiation affect your behaviour and experience?
 6. Specify the differences and similarities in dealing with the various parties (governments, local companies, multinational companies, media) in this negotiation. What were the biggest challenges involved in dealing with each of these parties?
 7. What did you learn about international negotiations from this situation? What advice would you give an international negotiator?
 8. How do the concepts in lectures, readings and the basic negotiations course enrich your understanding of the process of international negotiation, its outcome, and your own style and performance?
 9. What would you do that's the same or different in the future, or how would you like to behave in order to perform more effectively?

Grading

Mid-term Exam	15 points
Class Participation	10 points
Participation – FINS Exercise	20 points
Group Report	40 points
Group Presentation	15 points
Overall	100 points

For a passing grade you need more than 50 per cent in each of the five categories and at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59 (5); 60-69 (4); 70-79 (3); 80-89 (2); 90-100 (1).

Readings

Materials (contained in Reading Package, Part I)

- a) Fisher, R. & Ury, W., 1991, *Getting to Yes*, New York: Penguin Books (material for mid-term exam)
- b) Selected articles
 - 1) “Culture and Negotiation: An Introduction”, by G. Faure & G. Sjöstedt.
 - 2) “Negotiating Globally” by Nancy Adler.

- 3) “Global Negotiating: Vive les Differences”, by Sergey Frank.
- 4) “The Dynamics of International Business Negotiations”, by Arvind Phatak & M. Habib.
- 5) Excerpts on “Market Entry Modes” and “Political Ideology and Foreign Direct Investments”.

Materials (contained in Reading Package, Part II)

c) Foreign Investment Negotiation Simulation (FINS) Participant Manual

Recommended Books

Adler, Nancy J., 2002, International Dimensions of Organizational Behavior, 4th Edition, Boston, MA: South-Western.
or

Adler, Nancy J. with Gundersen, A., 2008, International Dimensions of Organizational Behavior, 5th Edition, Mason, OH: South-Western.

Cialdini, R., 1993, Influence: Science and Practice, New York: Harper Collins.

Institute of Organization

266031 Financing Cultural Events

Seminar, 2.00 hours, 3.00 ECTS credits

Thursday, March 9,	08:30 – 14:30,	room: T 405
Thursday, March 23,	08:30 – 14:30,	room: KHG I
Thursday, March 30,	08:30 – 14:30,	room: KHG II
Thursday, April 6,	08:30 – 14:30,	room: to be announced

Lecturer

Dr.ⁱⁿ Karina Lochner (Johannes Kepler University, Linz)

Entry requirements

All students will be expected to have a good command of both written and spoken English, basic knowledge in the field of Financial Management and the principles of academic research.

JKU regular students must have completed the courses “Issues and Theories of Cultural Studies II” in addition to 14 ECTS credits from the basic core subjects in Business and Economics, including the course “Financial Management”.

Objectives

The course focuses on interdisciplinary base concepts of corporate finance and business finance associated with cultural projects, initiatives, and organization.

Course content

The course will address current issues, including financial issues pertaining to regional festivals, the organizational finance of international tours, raising funds for local cultural initiatives, etc.

Assessment

Active participation, seminar paper, presentation

266002 Cultural Marketing

Seminar, 2.00 hours, 3.00 ECTS credits, weekly

Wednesday, 8:30 – 10:00	room: BA 9912
from March 8 th to June 28 th , 2017	

Lecturer

Mag.^a Dr.ⁱⁿ Christiane Steinlechner-Marschner (Johannes Kepler University, Linz)

Entry requirements

All students will be expected to have a good command of both written and spoken English, basic knowledge in the field of Marketing and the principles of academic research. Above that students are advised to have a strong interest in the management of cultural organisations.

JKU regular students must have completed the courses “Issues and Theories of Cultural Studies II” in addition to 10 ECTS credits from the basic core subjects in Business and Economics, including the course “Marketing”.

Objectives

Students will acquire a basic understanding of marketing task fields as well as an understanding of a market and customer oriented focus and direction for cultural projects. Students will learn which aspects of marketing concepts must be observed for cultural institutions and understand the correlations between individual task areas. Students will critically reflect on the development of a market identity for a cultural institution and/or project, understand market, customer and competitive analysis parameters, learn more about the basics of customer segmentation and defining target groups, enabled to position cultural projects and clearly communicate their value proposition and will explore general opportunities of marketing and market development.

Content

Selected aspects of marketing in regards to cultural projects and locations, such as the development of a brand for a cultural project, customer segmentation and customer oriented customer offers, the basic principles of press relations, cultural sponsoring and communication strategies, particularly in regards to cultural related tasks and projects.

Assessment

Written work, in-class participation

266026 Organization Design and Innovation

Course, 2.00 hours, 4.00 ECTS credits, recommended semester: 3rd and higher, biweekly

Wednesday, 08:30 – 11:45, room: T 405 from March 15 th to June 21 th , 2017
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Lecturer

Univ.-Prof. Dr.ⁱⁿ Elke Schüßler (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed at least 21 ECTS credits in the field of Business and Economics, including the course “Managing People and Organizations”, 4 ECTS credits

Course objectives

This course aims to provide a comprehensive introduction to the topic of organization and innovation. It hereby brings together three streams of theoretical and empirical inquiry: organizational change, organizational creativity, and innovation research. Students should:

- Become familiar with the history of organization theory and management practices
- Understand the role of and need for innovation and creativity in organizations
- Understand the main challenges for innovation and organizational change
- Learn about core models of organizational creativity and innovation
- Understand the important role of interorganizational networks for innovation
- Learn to take an analytical approach to the study of organizations, drawing on several theoretical perspectives simultaneously
- Become able to critically reflect on contemporary innovation research and practice from an organizational perspective
- Learn techniques used to create and foster innovation and creativity
- Gain ability to act as change agents in the organization

Course Structure

The course will use a mix of teaching methods, mainly input by the instructor complemented by student presentations and case discussions.

Course assessment

The course is assessed through an exam as well as through in-class assignments and presentations.

Readings

Dawson, P. & Andriopoulos, C. 2014. Managing change, Creativity and Innovation. 2nd ed. Sage.

266020 Seminar in Organization and Management –

Market Categorization & Organizational Aspects of Strategic Management

Seminar, 2.00 hours, 3.00 ECTS credits,

Thursday, April 6,	10:00 – 11:45,	room: P 215
Tuesday, April 25,	13:45 – 17:00,	room: HT 177F
Thursday, April 27,	13:45 – 17:00,	room: ESH 3
Friday, April 28,	13:45 – 17:00,	room: HF 9905
Tuesday, May 9,	13:45 – 17:00,	room: K 223B
Friday, May 19,	13:45 – 17:00,	room: HF 9905
Tuesday, May 23,	13:45 – 17:00,	room: K 223B

Lecturer

Daniel Semper MA, MA (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed the courses "Individual and Group Behavior in Organizations", 4 ECTS credits and "Organization, Design and Innovation", 4 ECTS credits in addition to 21 ECTS credits from the basic core subjects in Business and Economics.

Course content

Markets are social constructions that allow for economic exchange. As such the configurations of markets have a strong influence on social life. Ramifications of market effects are highly discussed in the scientific literature but as well in the daily media. The alternative perspective of how people and social institutions shape markets is, conversely, often neglected.

This course offers a critical perspective on markets and market categories that allow customers to evaluate offerings, critics to review organizations on a similar basis and organizations themselves to categorize themselves and their offerings within in particular market and community of category member organizations. Thus, this theory provides a multi-level perspective upon markets as categories understood by audiences, such as customers, peers, rating agencies

and critics, as well as a tool for strategic management to consciously chose or withdraw market category membership, according to the advantages and disadvantages of the market category norms, also referred to as the category imperative.

Key themes will be the alternative views of market categories as a strategic choice or response to critical audiences, the structure of categories and change processes of category dynamics. In all these topics, organizational and categorical status plays an important role.

The seminar will comprise lectures, case study discussions, and group presentations. Each session will deal with different relevant cases concerning business and societal issues. Finally, the students should reach a level of understanding and capacity to integrate theoretical concepts and business cases.

The students will be asked to prepare real life examples/problems in group, which have to be presented in class. These topics should combine the relevant theories and integrate them with the respective examples. In addition to the group presentations and group seminar papers, students will have to take individual assessments in form of class contribution and a written exam at the end of the seminar.

Course Structure

“Organization and Management, Market Categorization & Organizational Aspects of Strategic Management” aims to combine theoretical and practical insights into how organizations manage and legitimize market offerings, and how they construct and strategically employ their organizational identity.

These theoretical frameworks will be taught through an integrated blend of lectures, case studies, group-work, and in-class discussions.

The first session of the course will offer an introduction and an overview on what markets are and what the institutional order of market categories can contribute to an understanding of strategic management beyond Porter’s five forces. Further on, the different subdomains will be introduced, reaching from market category structure, category dynamics, status dynamics, authenticity of market offerings, market identity, and stigmatization of market categories and member organizations. Groups of students will have to prepare a case study and discuss it by integrating theoretical concepts introduced in class. These group efforts have to be handed in as a group seminar paper and will be presented in class.

Timetable and course contents

No.	Day	Time	Content
1	06.04.	10:00-11:45	Introduction and outline of the course. Formation of groups & assignment of topics.
2	25.04.	13:45-17:00	Markets and categories, GP1: Cognitive maps, GP2: Category imperative Case Study: Organic Farming
3	27.04.	13:45-17:00	Status and authenticity of categories, GP3: Offerings, Status and the Role of Critics, GP4: Identity, authenticity and social movements, Case Study: Restaurants
4	28.04.	13:45-17:00	Category dynamics, category emergence, GP5: Blending and Hybridizations, GP6: Category Emergence, Case Study: Electronic automobiles
5	09.05.	13:45-17:00	Category Stigma, GP7: Using Stigma as an Advantage, GP8: Straddling and Shielding, Case Study: Cook Travel Agency
6	19.05.	13:45-17:00	Status Dynamics, GP9: Status Shifts and Category Membership Case study: the Australian wine industry
7	23.05.	10:00-11:45	Exam

Course Objectives

Students will be able to read, understand, and judge research articles, thereby having the ability to comprehend complex and systemic relationships as they appear in organizations, markets and in management in general. They will learn to critically judge theories in regard to their implications for management.

Teaching Methods

Lectures, case study discussions, student group presentations, autonomous reading of academic literature. The course language will be English. Attendance is mandatory. The students may miss one day (equals one double session).

Grading

The assessment of this course is based on both the individual and group level:

Level	Assessment	Points
Group	Presentations	50
Individual	Exam	30
	Classroom contribution	20
	Maximum points:	100

The passing grade is reached with 60 points. The final grade is calculated as follows:

100 - 90 (1) 89,5 - 80 (2) 79,5 - 70 (3) 69,5 - 60 (4) 0-59,5 (5)

Group Presentation

Student groups will be assigned during the first day of the course. Their responsibility is to prepare the readings and tell a convincing story of the respective issue through the lens of market category theory.

Required readings:

The readings can be found and copied in the library or printed from the e-library.

Library homepage: <http://www.jku.at/UB/content>

E-library for journals to be found on the JKU library homepage.

266043 Seminar in Innovation and Management – From Idea to Innovation with Business Models

Seminar, 2.00 hours, 3.00 ECTS credits, weekly

Tuesday, March 21,	10:15 – 14:30,	room: KEP 1
Tuesday, April 4,	10:15 – 13:30,	room: to be announced
Tuesday, April 25,	10:15 – 13:30,	room: ESH 2
Tuesday, May 9,	10:15 – 13:30,	room: to be announced
Tuesday, May 23,	10:15 – 13:30,	room: to be announced
Tuesday, June 6,	10:15 – 13:30,	room: to be announced

Lecturer

Dr. Michael Gusenbauer (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed the courses “Organization Design and Innovation”, 4 ECTS and “Organizational Theory and Behaviour”, 4 ECTS in addition to 25 ECTS credits from the basic core subjects in Business and Economics.

Course Objectives

Upon successful completion of the course, students will understand and be able to critically reflect on fundamental concepts of innovation. They will gain insights into innovation management and learned about the importance of perspective for innovative solutions. Students will understand how to structure and communicate business models as the backbone for innovation.

Course content

Innovation is rated one of the most critical management tasks for firm success. Solutions are required that incorporate new rules of a changing environment. History has taught us of great minds that succeeded to change the world with their “Eureka moments”. It is important to de-mystify these lighthouses of innovation to empower ourselves by understanding some of the fundamental concepts of innovation creation. It is important to understand that having ideas is nice and necessary, but not enough for success. Business models help to bring solutions closer to the market. A new understanding of what constitutes an innovative offer has potential to disrupt competition.

In this course we will challenge some of the concepts of innovation and discuss ways of how selected firms were able to master change. Students will themselves work on their own ideas that they will cast into business models. In group work it is crucial for them to leverage the different perspectives and backgrounds of their colleagues to create a sound innovation concept. Finally, they will learn how to pitch their idea to convince their audience.

Grading

- Ideation, concepts, interviews (45%)
- Presentation (25%)
- Reports (30%)

Teaching methods

- Lecture and readings
- Group work to develop an idea together
- Student presentations and discussions
- Reflection and reporting

Reading

Fitzpatrick, R. (2014): *The Mom Test. How to talk to customers and learn if your business is a good idea when everyone is lying to you.* Amazon Distribution, Leipzig.

Berkun, Scott (2010): *The Myths of Innovation.* O'Reilly.

Magretta, Joan (2002): *Why Business Models Matter.* Harvard Business Review, Vol. 80 No. 5, pp. 86-92.

Gassmann, Oliver; Frankenberger, Karolin; Csik, Michaela (2014): *The business model navigator. 55 models that will revolutionise your business.* Pearson Education Limited.

Osterwalder, A./Y Pigneur (2011): *Business Model Generation. Ein Handbuch für Visionäre, Spielveränderer und Herausforderer.* Campus Verlag, Frankfurt/M.

266030 Quantitative Organizational Change Methods - Quantitative Methods for the Analysis of Organizations

Seminar, 2.00 hours, 3.00 ECTS credits, Recommended semester: 4th and higher, weekly course

Wednesday, 13:45 – 15:15, room: MT 226/1 from March 8 th to June 28 th , 2017
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Lecturer

Dr.ⁱⁿ Barbara Hartl (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed the courses "Individual and Group Behavior in Organizations", 4 ECTS credits and "Organization, Design and Innovation", 4 ECTS credits in addition to 21 ECTS credits from the basic core subjects in Business and Economics.

Contact

For handing in assignments, questions or problems please contact: barbara.hartl_1@jku.at

Course topic

- Basic principles of theories, questions and hypothesis in general for research and especially for organizational analysis.
- Methodological design of a study.
- Methods and instruments for the data-collection, e.g. a survey by using a questionnaire.
- Descriptive and inferential statistical methods for data analysis and testing hypothesis, like the measures of location and spread (e.g. the mean and standard-deviation), Correlation- and Regression Analysis, comparison of mean (t-Test and Analysis of Variance), Factor-Analysis, and others.
- Using SPSS for statistical analysis.
- Preparing reports for presenting the results.
- Getting in contact with organizations, working on an international or global level.

Course content

In this course the participants will learn how to use quantitative methods for the analysis of organizations, especially in the sense of Global Management Studies. The use of quantitative methods for the analysis of organizations is based on the scientific standards for the research in and about organization. Further on, it is an important part for an Evidence based Management. Such a process of research or analysis contains several major steps, which will be treated within the course:

One major part of empirical research in organizations are theoretical models about certain characteristics of an organization. In general, theories demonstrate the relationship between two or more variables, and offer the possibility for building hypothesis to answer open questions. The basic principles of theories, variables and hypothesis in relation to organizations will be presented at the beginning of the course.

A further step in empirical research is the design of the methodological part of a study. This step defines how the study is organized (e.g. as a field study with a pre- and post-treatment measurement, with or without a control group), and which methods (e.g. survey) and instruments (e.g. questionnaire) are used for the data collection procedure.

Within the next step, the data are entered into a program for statistical analysis and analysed by using the most relevant statistical methods. Depending on the type of the available data (e.g. nominal or interval), analysis of relationship (Correlation Analysis) or differences (t-Test), or other Bivariate or Multivariate Analysis (Regression Analysis) can be executed. Within the course, such analysis will be demonstrated by using SPSS for data analysis.

In a further step, the results of data analysis have to be interpreted, and conclusions can be drawn. This process will be demonstrated during the course.

Finally, the whole research process has to be documented and a report for publication or presentation has to be prepared. The course will provide several examples and recommendations for that final task.

Course objectives

After the course, the students will be able to transform organizational problems or questions into a scientifically based process of organizational analysis. The required knowledge and skills for such a task will be demonstrated by the execution of a small group project.

In the best case, students will have the possibility, to apply their knowledge and skills during a project with an international organization.

Teaching methods

a) Power-point presentation by the lecturer

- Basic scientific principles about theories, hypothesis and variables.
- Selected methods in order to test hypothesis (study design).
- Design and application of methods for data collection (e.g. questionnaire).
- Selected descriptive and inferential-statistical methods for data analysis (with SPSS).
- Important principals of writing reports and presenting results.

- Important aspects of Survey feedback (in the sense of intervention).
- b) Group work
- Small group discussion of case studies.
 - Group project (including an Exposé).
 - Verbal presentation of the results (power point or poster presentation)
 - Final report (Seminararbeit)

Exam information / Assessment

- Time of presence (at least 75 %) and active participation
- Group project work and 2 written products (group work): Exposé and Final report (Seminararbeit)
- Written exam (individual work)

Required readings

Colton, D. & Covert, R.W. (2007). Designing and Constructing Instruments for Social Research and Evaluation. San Francisco: John Wiley & Sons.

Field, A. (2013). Discovering Statistics using IBM SPSS Statistics. (4th Ed.) London: Sage.

Sonnentag, S. (2006). Abschlussarbeiten und Dissertationen in der angewandten psychologischen Forschung. Hogrefe Verlag.

Further literature will be presented at the beginning of the course.

266005 Competences of Organisational Analysis – Qualitative Research Methods

Seminar, 2.00 hours, 3.00 ECTS credits

Tuesday, March 28,	12:00 – 15:15,	room: T 406/1
Tuesday, May 16,	13:45 – 18:45,	room: T 406/1
Tuesday, May 30,	13:45 – 22:15,	room: T 406/1
Tuesday, June 6,	13:45 – 22:15,	room: to be announced

Lecturer

Prof.ⁱⁿ Petra Aigner, MBA, PhD (Johannes Kepler University, Linz)

Contact

For handing in assignments, questions or problems please contact: petra.aigner@jku.at

Entry requirements

JKU regular students must have completed the courses “Organization Design and Innovation”, 4 ECTS and “Organizational Theory and Behaviour”, 4 ECTS in addition to 21 ECTS credits from the basic core subjects in Business and Economics.

Course topic

“I believe that the researcher who never goes near the water, who collects quantitative data from a distance without anecdote to support them, will always have difficulty explaining interesting relationships” (Mintzberg 1979, p.113)

The thorough understanding of organisations requires that we engage in conducting qualitative research regarding different organisational settings. With such qualitative insight, we will subsequently be in a better position to understand quantitative data regarding the same field of inquiry. However, in qualitative research, we are subject to well-known cognitive bias. This course aims to help students to deal objectively with qualitative data in order to achieve a better understanding of diverse organizations and their respective organisational settings under investigation. Subsequently, it leads to dealing with different aims and objectives: consultancy, research, and management of organization.

Course content

This course will introduce qualitative research methods regarding organisations. It will therefore, firstly, address differing methods of qualitative data collection and data analysis, secondly, explain the role of the researcher during the research process, and thirdly, outline discussions around the reliability and validity of qualitative data.

Specifically, the course will highlight techniques and practices of conducting qualitative research, including data collection methods, such as different forms of interviews and interview techniques, observational research (ethnographies), focus groups, expert interviews (and there like), as well as differing techniques of analysing qualitative data thoroughly and objectively. It will highlight the role of the researcher, including issues around subjectivity and objectivity. Furthermore, it will explain how to design a research project regarding organisations, and subsequently, introduce students to inductive and grounded theory approaches in regard to designing research projects.

Course objectives

- Learn about different qualitative research methods applicable in organisational settings
- Understand the advantages and disadvantages of qualitative research methods
- Understand principle of objectivity and subjectivity as well as biases affecting qualitative research
- Understand the reliability and validity of data

- Learn how to design and conduct qualitative research projects
- Learn how to conduct interviews
- Learn how to analyse data efficiently
- Learn about research ethics regarding qualitative methods

Research project

As part of this course, students assembled in small work groups will design and conduct small scale research projects (in organisations) in the area of Linz. Students' responsibility will be to determine research questions, collect data, analyse it, and produce a research report of max. 5,000 words. Each group's project has to be presented in class as part of the assignment.

Teaching Methods

Short lectures, discussions, students' presentations, autonomous reading of academic literature, application of qualitative research methods in (a) research project(s).

Grading

Research paper: 60% (max 5,000 words)

Presentation of research project: 20%

Attendance and involvement in discussions during lectures: 10%

Core texts:

-John Gill, Phil Johnson (2010), *Research Methods for Managers*, SAGE [Chapters 1, 2, 7]

-Merriam, S. B. (2015). *Qualitative Research: A guide to Design and Implementation*, Jossey-Bass.Wiley. (4th ed) [Ch. 1, 2, 5]

Additional Reading:

-McDaniel, C., Gates, R. (2010) *Marketing Research* (8th Ed) Wiley&Sons. (Selected Chapters)

-Denscombe, M (2010) *The Good Research Guide: For Small-Scale Social Research Projects*. (OUP Press.)

Centre for Business Languages and Intercultural Communication

547E52 Seminar Guest Professor English: eBusiness and its Impact on Revenue Models

Seminar, 2.00 hours, 3.00 ECTS credits, intensive sessions from March 27 – April 5, 2017

Monday, March 27,	10:15 – 13:30,	room: MZ 113B
Tuesday, March 28,	15:30 – 18:45,	room: MZ 113B
Wednesday, March 29,	10:15 – 13:30,	room: MZ 112B
Wednesday, March 29,	15:30 – 18:45,	room: MZ 113B
Monday, April 3,	17:15 – 20:30,	room: MZ 112B
Tuesday, April 4,	13:45 – 17:00,	room: MZ 113B
Wednesday, April 5,	15:30 – 18:45,	room: MZ 113B

Lecturers

Prof. Jacques Nantel, PhD (École des Hautes Etudes Commerciales, Montréal, Canada)

Entry requirements

All students will be expected to have a good command of both written and spoken English.

Course objectives

This course is designed to provide the conceptual and practical knowledge needed to understand the implications of digitized business. Digital business and more specifically digital marketing encompasses much more than the Internet. It touches Big-data, CRM systems, Social Networks, Smart Phones, Loyalty programs, as well as Web 3.0 objects.

The overall goal is to prepare students to be **effective innovators**. In that role, students, if they are to work in a marketing environment, shall join a new breed of marketers. Using new forms of marketing intelligence, they could contribute to new ways of considering product creation, manage advertising in a totally new manner and consider flexible pricing as a current reality.

This course focuses on the psychological, sociological and economic dimensions that influence consumer behaviours. It will take a managerial perspective. Given the nature of the topic, a strong emphasis will be placed on ethical questions especially those surrounding the usage of personal information and consumer profiling.

Methodology

Lectures, class discussions and case studies will be the foundations of the learning approach in this seminar.

Assessment

2 Small tests (2 x 10%)	20%
2 Case studies in group (2 x 25%)	50%
Final Exam	<u>30%</u>
	100%

Course content

Session 1

What makes e-Business so special?

Session 2

How e-Business changes the nature of retailing: The Stories of Amazon.com and others.

Session 3

How e-commerce changes the nature and the structure of the advertising industry

Session 4

E-Business and Product personalization. The role of Big-data and CRM systems.

Session 5

E-Business and Logistics

Session 6

Case study 1.1: Ocado versus Tesco.com

IMD Case study. Valérie Keller-Birrer, January 2015

Case Study 1.2

Airbnb, Etsy, Uber: Growing from One Thousand to One Million Customers.

HBS Case Study. Thales S. Teixeira and Morgan Brown. June 2016

Session 7

Case Study 2.1

edX: Strategies for Higher Education

HBS Case Study. David Collis, Matthew Shaffer, Ashley Hartman. June 2016

547E04 Seminar Business and Culture English (C2)

Seminar, 2.00 hours, 3.00 ECTS credits, weekly

Friday, March 10,	10:15 – 13:30,	room: MZ 113B
Friday, March 24,	08:30 – 13:30,	room: MZ 113B
Friday, April 28,	08:30 – 13:30,	room: MZ 113B
Friday, May 19,	08:30 – 13:30,	room: MZ 113B
Friday, June 9,	08:30 – 13:30,	room: MZ 113B

Dr. ^m Ilse Born-Lechleitner (Johannes Kepler University, Linz)

Contact

For handing in assignments and for questions please contact: ilse.born-lechleitner@jku.at

Entry requirements

- All students will be expected to have a good command of both written and spoken English.

Course objectives

The course aims to help students recognize to which extent culture has an influence on the way business is done in different parts of the world.

Students will practice presenting findings related to the topics chosen for this seminar using up-to-date technology and interacting actively with their audience;

Students will critically reflect on practical issues pertaining to business and culture through the presentation and discussion (written and oral) of case studies;

Students will work independently on a topic they choose themselves, relating to an aspect of culture they find relevant for business. They will write down their findings in seminar papers of approximately 3,000 words, conducting a search for relevant literature, using APA citation standards and applying the common standards for academic work.

Teaching methods

In-class discussions, critical reflection, presentations, oral and written case analyses, discussion of research paper

Course description

The main focus of this seminar will be placed on understanding how culture influences the way business is done. By drawing on literature provided by the course instructor, students will be encouraged to reflect on cultural aspects that determine the way business is conducted in their own culture and in selected economies such as Austria, France, GB, India, Russia, etc.) and present their findings in class. Group discussions will encourage students to reflect on socio-economic, strategic as well as leadership issues that influence the local and global business environment.

In discussions and presentations of comprehensive case studies on a company or an organization involved in business activities, students apply theories studied in other business subjects, analyze the problems described in the case and suggest recommendations based on relevant information about the specific culture, country or region.

In the research papers to be submitted, students give proof of their ability to do academic research, use critical thinking, and apply their academic writing skills.

Assessment and Grading

In-class presentations, class participation	20%
Two written case analyses (800-1000 words)	10%
	20%
Seminar paper (3,000 words)	50%

Each assignment will be graded on a five-point scale, 1 = excellent – 5 = fail.

Failure to complete any assignments will result in a 5.

Failure to attend class can be grounds for lowering the final grade by as much as one full grade.

Required reading

Literature for in-class discussions is provided by the instructor via KUSSS (<http://www.kussjku.at>) and is based on the specific topics chosen for each class. Students need to search for additional literature to prepare their seminar papers.

54771E Case Studies English

Course, 2.00 hours, 3.00 ECTS credits, weekly

Friday, March 17,	08:30 – 13:30,	room: MZ 412A
Friday, March 31,	08:30 – 13:30,	room: MZ 412A
Friday, May 5,	08:30 – 13:30,	room: MZ 412A
Friday, June 2,	08:30 – 13:30,	room: MZ 412A
Friday, June 23,	08:30 – 13:30,	room: MZ 412A

Lecturer

Mag.^a Maria Pree (Johannes Kepler University, Linz)

Entry requirements

- All students will be expected to have a good command of both written and spoken English (level C1).
- This course is designed for students whose native language is not English.

Contact

For handing in assignments and for questions or problems, please contact: maria.pree@jku.at

Course objectives

The aim of this course is to:

- give you the chance to practice and improve your skills in analyzing problems
- develop and practice information-gathering skills
- analyze written case studies and other complex information packages
- identify and present problems in cases related to different aspects of business, economics, politics and culture
- practice working in project oriented situations
- research, discuss, and report on findings
- further develop oral and written presentation skills
- practice and improve teamwork skills.

Course contents

- Language, information-gathering and analytical skills
- Cases related to different aspects of business, economics, politics and culture
- Analysis of written cases and written and/or oral presentation of solutions
- Working in project teams
- Activities to improve linguistic skills
- Groupwork to practice and enhance discourse and negotiation skills
- Practice for departmental final examination in English

Assessment

3 Case Analyses, Book Project (including an informal presentation), Research Project (including a formal presentation), In-class Case Analysis, Active participation in classwork and group activities

Reading

Weekly case preparation for class, to be announced

547K02 Culture and Language Policies in the EU

Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

Monday, 12:00 – 13:30, room: MZ 113B
from March 6th to June 26th, 2017

Lecturer

Dr.ⁱⁿ Yuliyana Gencheva (Johannes Kepler University, Linz)

Contact

For handing in assignments and for questions or problems please contact: yuliyana.gencheva@jku.at

Course objectives

Students will be introduced to subject-related terminology and receive an overview of essential aspects of European cultural and language policy.

Course contents

This course focuses on various aspects of language and cultural policy formulated by European institutions such as the European Commission, the European Parliament and the Council of Europe. Students will engage in in-depth discussions on leading topics in order to closely examine how these policies are implemented within the politics of individual European countries.

- Conceptual terms defined: culture, European cultural space, cultural identity, transculturation; cultural diversity; multiculturalism in Europe; language, language area; dialects and sociolects, standard languages and varieties of speech; socio-lingual aspects (language and society); multilingualism (bilingualism and trilingualism), mother tongue - language of education - (indigenous and "new") minority languages; first & second languages and how they are acquired.
- Institutions within Europe involved in the formulation of a language or cultural policy which serves to develop and expand these concepts (such as the European Commission, the Council of Europe, the European Centre for Modern Languages, the European Language Council, international NGOs).
- Discussion and debate on original documentation (such as White Papers, reports by the High Level Group on Multilingualism, ELAN studies) which define these policies.

- The effects these programs have on education policies and political decision-making in various EU Member States. Criticism of EU policy steps for culture and language. The role of regional and minority languages in regard to cultural identity.
- The role of language in the economy and the progression of the ability to compete.
- Culturally influenced discourse in Europe (language – religion – traditions)

Teaching methods

Debate and discussion on topics covered by lectures, discussions, individual student research work, group work projects, presentations, short speeches.

Assessment

In-class participation; oral and written assignments, continual performance assessment.

Institute for Management Accounting

282028 Research Seminar in Management Accounting

Seminar, 2.00 hours, 3.00 ECTS credits

Monday, March 13,	17:00 – 20:30,	room: K 224B
Monday, March 27,	17:00 – 20:30,	room: K 224B
Monday, May 8,	17:00 – 20:30,	room: K 224B
Monday, May 29,	17:00 – 20:30,	room: K 224B
Monday, June 19,	17:00 – 20:30,	room: K 224B
Monday, June 26,	17:00 – 20:30,	room: K 224B

Lecturer

Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Dorothea Greiling (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed the course "Introduction to Management Accounting", 3 ECTS, or "Cost Management", 3 ECTS from the basic core subjects in Business and Economics.

Course objectives

- Gaining insight in selected aspects of management accounting;
- Gaining experience in designing and writing an seminar paper;
- Gaining experience in presenting an academic paper

Course contents

- Introduction to research methods;
- Presentation of the seminar paper (25 minutes presentation + 15 minutes discussion)

Grading

- seminar paper
- participation in class (incl. discussion on research papers)
- presentation

Evaluation criteria for the paper

- Appropriation and completeness of addressing the chosen topic (40%)
- Systematic structure and relevance of the literature included (15 %)
- Critical reflection of the topic and synthesis (25 %)
- Formalia (citation, orthography, grammar, layout) (20 %)

OTHER COURSES – BACHELOR LEVEL

232416 Work Psychology

Seminar, 2.00 hours, 4.00 ECTS credits, Recommended semester: 3rd and higher

Tuesday, 10:15 – 11:45, room: P 215 from March 7 th to June 27 th , 2017

Lecturer

Dr. Brian G. Smith (Johannes Kepler University, Linz, and Purdue University, USA)

Contact

bgsmithphd@gmail.com

Entry Requirements

No entry requirements

Course aims

- to support the understanding of intercultural communication in the workplace
- to provide skills in interacting and communicating in the workplace
- to encourage critical thinking through discussions and active participation

Course content

Work psychology applies psychological and communication theories and research methods in order to better understand the behaviors, attitudes and emotions of people in work-related contexts. This seminar is intended for students interested in exploring and discussing selected work psychology topics in order to integrate these theories, methods and results with their own personal experiences and opinions. This seminar has a special focus on intercultural communication in the workplace. Topics covered include:

- Individual and cross-cultural differences at work
- Theories of culture and relationships
- Self-assessment and awareness
- Interaction at the workplace

Assessment / Examination

▪ Active in-class participation (discussions, quizzes, exercises, feedback)	▪ Presentation in class
▪ Preparation of literature for each session	▪ Written assignment

Full course attendance is required!

Literature

Samovar, L., Porter, R. E. McDaniel, E. R. & Roy, C. S. (2013). Communication Between Cultures. Wadsworth, Boston.

Changing selection of empirical research articles

229211 Political and Economic Development in Europe

Course, 2.00 hours, 3.00 ECTS credits, recommend 3rd semester and higher

Wednesday, March 8,	12:00 – 17:00,	room: K 001A
Wednesday, April 5,	12:00 – 17:00,	room: HS 13
Wednesday, April 26,	12:00 – 17:00,	room: HS 13
Wednesday, May 3,	12:00 – 18:45,	room: ESH 2
Wednesday, May 31,	12:00 – 18:45,	room: ESH 1
Wednesday, June 7,	12:00 – 18:45,	room: KEP 1

Lecturer

Dr. Walter WOLF (Johannes Kepler University Linz)

Entry requirements

There is no formal prerequisite for the participation in this course.

Contact

For specific questions relating to the course please contact: walter.wolf@jku.at

Course objective

The main purpose of the course is to reach a profound understanding of the process of European integration - its objectives, opportunities and difficulties, the state of the art and the challenges ahead.

Course structure and Grading

The course will take place in blocks on Wednesday afternoons: (1) a half-day introduction in early March 2017, and five full days between early April and early June 2017 (details to be confirmed) for individual presentations and group discussions. Based on the feedback received, all students are required to write an essay, which could be possibly published online or in a journal. All students shall give a 10-15 minutes 'policy briefing' about their key findings in the area she/he had selected. Each presentation will be followed by a group discussion moderated by a volunteer, aiming at deepening the understanding of the policy area and providing feedback about the improvements needed for writing the essay.

The sessions are conceived as interactive ones with strong involvement of students. At the end participants will receive qualified marks based on criteria which will be communicated at the beginning of the course. **Attendance of all parts of the course is mandatory.**

Course content

The timing of this lecture coincides with the start of the 'Brexit' negotiations (the UK is expected to invoke Article 50 of the Treaty on European Union by end of March). The Commission Work Programme 2017(see http://ec.europa.eu/atwork/pdf/cwp_2017_en.pdf) highlights, among others, 'A New Boost for Job, Growth and Investment' and 'A Deeper and Fairer Economic and Monetary Union'. A 'New Policy on Migration' focuses on protection of borders and on a 'responsible migration policy'.

For the sake of consistency of the discussions, a list of 9 selected policy areas (underpinned with web links to the key EU web sites) serves as basis for the distribution of topics among the students. The introductory plenary session in early March shall contextualize the European integration process in the selected areas. Students may ask for advice to the lecturer during their research, if needed.

Recommended reading

List of official EU web sites available at KUSSS, for choosing the most suitable policy area.

229009 Comparative Social Policy

Course, 2.00 hours, 3.00 ECTS credits, weekly

Tuesday, 10:15 – 11:45, room: BA 9910 from March 7 th to June 27 th , 2017 exam: Tuesday, June 27 th , 10:15 – 11:45, room: BA 9910
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Lecturer

Univ.-Prof.ⁱⁿ Margitta Mätzke Ph.D. (Johannes Kepler Universität)

Contact

For handing in assignments and for questions or problems please contact: margitta.maetzke@jku.at; telephone: (0732) 2468 7163, Office hours are Tuesdays, 14:00 – 15:00 in room HF 305. The office hour is no telephone hotline; it is for speaking with people in person. Please don't call during office hours.

Course Requirements

- The course is an advanced class in the BA-curriculum "Sozialwirtschaft". Students who wish to take part in the course should have finished the mandatory introductory modules of the major "Sozialwirtschaft".
- International students are most welcome in this class. It would be of advantage to have some basic instruction in Political Science or Sociology. Prior knowledge about social policy or comparative welfare state research will be an advantage, but no requirement.
- It is essential that students are able and willing to read academic literature in English, and that they are able and willing to express their thoughts (both orally and in writing) in English. Intermediate, if not advanced knowledge of the English language is a precondition of participation in the class. You cannot expect to learn English during the class and at the same time understand the readings and follow class discussion. You cannot expect to pass the class without command of English.

Goals and Contents

The course „Comparative Social Policy“ seeks to acquaint students with basic conceptual and methodological issues of comparative welfare state analysis. In reading a combination of methodological articles and examples of different comparative research designs, the class explores the crucial interface between theory building, conceptualization, and empirical inquiry in qualitative comparative welfare state research. Students will discuss the conceptual and methodological decisions that lie beneath different forms of producing knowledge about welfare state development. The class consists of four parts:

1. The first section addresses gives an introduction into the purpose and different modes of comparative analysis and provides an overview over the principal ways of conceptualizing and observing differences among welfare states

2. The second section focuses on the logic of cross-sectional comparison and the role of cross-national research.
3. The third section is about issues of cross-temporal analysis: It first presents an example of comparison across time and then discusses different ways of conceptualizing developments across time.
4. In the final section one example-text will be the basis for summarizing and recapitulating the major points of the seminar.

Formal Issue

There will be a Moodle-Website for the class, on which all relevant information, required and optional readings are provided. The access code is "CompSoPo". Please enroll on that Website.

Grading

- Regular participation in class is a class requirement. For a positive grade you cannot miss more than two sessions.
- Active participation in class discussion will be rewarded in grading.
- There are two written class requirements and an optional one.
 1. Taking notes and writing the minutes for one of the class sessions 1 through 11 (filling and supplementing the PPP of the class as precisely as possible), to be prepared in groups of four students (30 percent of the written grade)
 2. A final exam, in which students are asked to answer a number short specific questions' as concisely and precisely as possible. There will also be a few multiple-choice questions. The language of the exam is English. (70 percent of the written grade).
 3. The optional written assignment is a paper (3-5 pages), to be written in the groups of four students, in which you are asked to analyze the argument, theoretical and empirical approach of an academic paper provided by the instructor. If you choose this option, your grade will be calculated as follows: Minutes: 20%; Final Exam: 60%, Paper: 20%.
- While at least intermediate command of the English language is required, there will be no requirement of writing a long term paper or an essay exam in English.
- Each written requirement is evaluated on a 100-points-scale. In order to pass the class, you need to obtain a score of at least 50 points on requirement 1, and a passing score on the final exam.

BUSINESS ADMINISTRATION – MASTER LEVEL

Master Program General Management

Entry requirements

Students must be enrolled in the Master Program “General Management” or a comparable program.

General Management Competence

269060 Master Course Creating Strategic Advantages (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Thursday: 08:30-11:45 (alternating with Master Course Organization)
(Rooms to be announced in KUSSS)

Lecturer

o.Univ.-Prof. Dr. Franz Strehl MBA, Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Regina Gattringer, Mag. Wolfgang Berger MBA
(Johannes Kepler University, Linz)

Course concept

In this master course students are exposed to an overall holistic model of Strategic Management focusing on the dimensions process, content, resource orientation and market / environment orientation. The course is based on the one hand on input from the faculty, on the other hand on plenary and small group discussions. Specific themes are illustrated by mini cases or short videos.

Course objectives

- Based on theories, methods and instruments of Strategic Management, students look into concepts of developing strategic advantages. Resource based view, market based view, and the stakeholder orientation, are fundamental elements.
- Students are able to understand the theoretical concepts and are competent to critically analyze and interpret them. Furthermore, they are competent to question complex interdependencies of the elements of Strategic Management.
- Students develop the capability to reflect the application of concepts in practice.
- Students' personal and interpersonal competencies are being advanced.

Grading

Mid-term exam
Final exam
Case Study

Required reading

To be announced in the course

241033 Master Course Dimensions of Marketing Theory and Managerial Application (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Tuesday, afternoon, blocked:

March 7th, 13.45-15.15,

March 28th, 12.00-18.00,

May 2nd, 12.00-18.00,

May 23rd, 12.00-18.00,

May 30th, 12.00-13.30

(Rooms to be announced in KUSSS)

Lecturer

Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Katharina Hofer (Johannes Kepler University, Linz)

Course concept

The postgraduate course addresses the theoretical fundamentals of marketing and their applications for problem solving in practice. It is augmented with current trends coming from different perspectives. In detail, different approaches developed in German-speaking and English-speaking marketing sciences are examined and critically reflected. The various sometimes controversial positions are argued with respect to specific marketing phenomena on a strategic and operational level. By this we try to answer the question how well our current approaches are capable to describe and explain important issues, and create solutions for marketing problems. Readings and discussions will be substantial for the course work.

Course objectives

- Reception, understanding and critical debate of fundamental theoretical approaches, and methodological issues in marketing
- Detection of inter linkages of specific scientific marketing domains and the implications for managerial problem solving
- Development of personal competence to enrich and broaden specific scientific perspectives
- Enhancement of personal intellectual, communicative and social skills

Grading

The instructor calculates your grade as follows:

- Contribution to in-class discussion, presentations and completion of Marketing Journey Itinerary (MJI) till end of the semester, due date will be given – satisfactory analysis reflection, 90 points
- Final examination, 60 points

More than 50% of the points are necessary to pass the course

Required reading

Reader of selected articles; provided by lecturer

Background literature:

Maclaran, P. et al. (Eds.); The SAGE Handbook of Marketing Theory, Los Angeles-London-New Delhi-Singapore-Washington DC, 2010.

Tadajewski/Brownlie (Eds.); Critical Marketing. Issues in Contemporary Marketing, Chichester, West Sussex 2008.

Homburg/Kuester/Krohmer; Marketing Management. A Contemporary Perspective, London etc. 2009.

266010 Master Course Organization (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Thursday: 08:30-11:45 (alternating with Master Course Creating Strategic Advantages)
(Rooms to be announced in KUSSS)

Lecturer

Univ.-Prof. Dr. Johannes Lehner (Johannes Kepler University, Linz)

Course content

Basic concepts of Organizational Structures and Organizational Behavior are repeated through reading and discussing articles by leading scholars. Because these articles are on an advanced level, they require students to additionally consult text books, dependent on their prior mastery of the introductory level. Concepts are:

- Cognitive Processes and Sense making
- Attribution
- Motivation
- Criteria of effectiveness
- Configuration, contingency and life-cycles of organizations

Based on this, advanced organizational theories will be read and discussed:

- Systems theory, networks and loose coupling
- Institutionalism and Population Ecology
- Transaction cost Theory
- Agency Theory
- Resource-dependency and Knowledge-Based View of the firm, concepts of Capability
- Political organization, power and hierarchy

Course structure

The course is structured into two stages, both ending with an exam:

1. Prep Stage: Self-Study and Relearning of Required Preconditions for the Course
2. L&D Stage: Lecture, Reading and Discussion Phase

1. Prep Stage

- Motivational and cognitive foundations of organizations
- Configuration, contingency and life-cycles of organizations

2. L&D Stage

- Systems theory, networks and loose coupling
- Institutionalism and Population Ecology
- Transactionscost Theory
- Agency Theory
- Resource-dependency and Knowledge-Based View of the firm, concepts of Capability
- Political organization, power and hierarchy

Course objectives

- Students have knowledge of the most important theoretical approaches for description, explanation of phenomena in organizations and on management based on these theories. They are able to critically judge these theories in regard to their implications for management. Most importantly, this shall provide students with the ability to advance knowledge in this regard and to adapt their behavior to the needs in their future work
- Students are increasingly aware of gender specific aspects of organizations
- Students are able to read, understand, and judge advanced research articles, thereby have the ability to comprehend complex relationships as they appear in organizations and in management in general

Grading

Written exams in class

- First exam for Prep Stage (60 Points)
- Second exam for Prep and L&D Stage (90 Points)

Out of this a minimum of 75 points has to be reached.

Active Participation (10 points, do apply only if minimum from exams is reached).

Attendance at course times is encouraged, but not mandatory.

Main part of the workload will be self-study of the readings!

Lectures can only cover some fraction of the required content!

Required reading

Text package to be downloaded. Will be announced in the first session.

267014 Master Course Advances in Strategic Change and Learning (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS

Lecturer

Univ.-Prof. Dr. Wolfgang Helmut Güttel (Johannes Kepler University, Linz)

Course content

The Master Course Advances in Strategic Change and Learning aims at discussing current topics in the field of organizational learning and change management. The course builds upon the basic knowledge in the field of management (i.e. strategy, organization, HRM, change management). After completing the course, students are able to contribute to the theoretical discussion in their field and to derive practical insights for their business career as leaders, consultants, and trainers. In particular, they gain knowledge to analyze, to design, and to govern change and learning processes in organizations to achieve strategic objectives.

The following topics are addressed specifically:

- A) Microfoundations of Organizational Capabilities as the Origin of Competitive Advantage
- B) Inertia to Adapt on Individual, Group, and Organizational Level & Strategic Inertia
- C) Managing Change on Different Levels
- D) Resistance to Change & Strategies to Overcome Resistance
- E) Change Management Approaches: Business Process Reengineering, Organizational Development, Post-Merger Integration, Technological Change, Team Development
- F) Developing Change Architectures

Grading

In order to pass the course at least 61 points out of 120 need to be achieved. The 1st test (maximum 60 points), the 2nd test (maximum 60 points) are graded. Attendance is not mandatory but recommended.

Literature

Grant, R. M. (2010): Contemporary strategy analysis. 7th edition.

- Chapter 1 The concept of Strategy
- Chapter 5 Analyzing Resources and Capabilities

Hayes, J. (2014): The theory and practice of change management

- Part I Managing change: a process perspective
- Part II Recognizing the need for change and starting the change process
- Part III Diagnosing what needs to be changed

Eisenhardt, K. M. & Brown, S. L. (1999): Patching. Restitching Business Portfolios. Harvard Business Review, Vol. 77 Iss. 3, p. 72-82

Eisenhardt, K. M. & Sull, D. N. (2001): Strategy as Simple Rules. Harvard Business Review, Vol. 79 Issue 1, p. 106-116.

Hayes, J. (2014): The theory and practice of change management. 4th edition.

- Chapter 9 The role of leadership in change management
- Chapter 11 Communicating change
- Chapter 12 Motivating others to change
- Chapter 13 Supporting others through change
- Chapter 25 Implementing change
- Chapter 26 Reviewing and keeping the change on track
- Chapter 27 Making change stick
- Chapter 28 Spreading change

Edmondson, A., Bohmer, R. & Pisano, G. (2001): Speeding Up Team Learning. Harvard Business Review, Vol. 79 Issue 9, p. 125-132.

Ford, J.D., Ford, L. W. & D'Amelio, A. (2008): Resistance to change: The rest of the story. Academy of Management Review, Vol. 33 Iss. 2 p. 362-377.

Mezias, J. M., Grinyer, P. & Guth, W. D. (2001): Changing Collective Cognition: A Process Model for Strategic Change. Long Range Planning. Vol 34, p. 71-95.

Photo documentation will be uploaded on KUSSS after the workshop.

282016 Master Course Managerial Accounting (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS

Lecturer

Nicole Moschakis (University of Adelaide)

Course content

To be announced

Grading

To be announced

Required Reading

Literature is given in the course.

250047 Master Course Financial Accounting (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS
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Lecturer

Dr.ⁱⁿ Vera Schiemer-Haberl (Johannes Kepler University, Linz)

Course contents

Based on core accounting and valuation methods according to International Financial Reporting Standards (IFRS) class participants will be provided with knowledge concerning corporate actions as far as its implications on a company's financial statements are concerned. The class aims at the understanding of the accounting process as well as the ability to interpret financial statements properly. A further emphasis is on the analysis of IFRS financial statements including performance measurement concepts.

Course objectives

Based on core accounting and valuation methods according to International Financial Reporting Standards (IFRS) class participants will be provided with knowledge concerning corporate actions as far as its implications on a company's financial statements are concerned. The class aims at the understanding of the accounting process as well as the ability to interpret financial statements properly. A further emphasis is on the analysis of IFRS financial statements including performance measurement concepts.

Method

Lectures (attendance recommended), self-study of relevant book chapters and further readings, individual case study, homework, mid-term and final exam

Required reading

- International Financial Reporting and Analysis by David Alexander/Anne Britton/Ann Jorissen/Martin Hoogendoorn/Carien van Mourik, 6th edition (2015), Cengage Learning EMEA, ISBN 978-1-4080-7501-2
- Selected International Financial Reporting Standards (IFRS) in the latest edition (will be provided for download in KUSSS)
- Selected articles referring to actual topics in accounting (will be provided for download in KUSSS)

249710 Master Course Corporate Finance (M1 – Master Program 1st Year)

Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Monday, 13:45 – 18:00

Rooms to be announced in KUSSS

Lecturers

Hon.-Prof. Dr. Richard Guserl, Assoz. Univ.-Prof. Dr.ⁱⁿ Eva Wagner (Johannes Kepler University, Linz)

Course description

This course provides a detailed examination of key theoretical and practical issues in finance. Major topical areas include the measurement of risk and return, cost of capital, equity and corporate valuation, accounting for financial management, analysis of financial statements, financial control of corporations, sources of finance, managing working capital, credit management and M&A management.

The objectives of the course are to develop the financial and analytical skills, logical thought processes and information literacy necessary to make and implement strategic corporate financial decisions in a global environment.

Course Materials

To be announced

Class Format

Study of the various topics will be conducted through lectures and case analyses.

Business cases will be discussed in class. Students are expected to have read the assigned material before class. Attendance and participation is necessary.

Exam

There will be a cumulative final exam and a retry exam. Final examination is closed books/notes.

Required Reading

To be announced

266019 and 266202 Master Seminar Qualitative Research Methods (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS

Lecturers

Univ.-Prof. Dr. Matthias Fink (Johannes Kepler University, Linz)

Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Elke Schüßler (Johannes Kepler University, Linz)

Course topic

Both in practice and in research the real understanding of a socioeconomic phenomenon requires that we immerse ourselves into a situation and grasp the meaning of what is going on also from the voice, appearance and artifacts used by the actors whose behaviors we want to understand. With such a qualitative understanding we will also be in a better position to analyze and understand quantitative data regarding the same field of inquiry. The problem with such a qualitative understanding is that we, as human beings, tend to be overconfident about our ability to intuitively understand what is going on, while we are subject to well-known cognitive biases. This course is aimed at helping students to deal with qualitative data in a scientific manner in order to better understand what is going on in the empirical fields they are investigating for different reasons (consultancy, research, or management).

Course content

- The logic behind qualitative research
- Different qualitative research designs
- Different methods of qualitative data collection and analysis
- Applying and reflecting about selected methods in a research project

Course objectives

- Have an overview of qualitative research methods
- Understand the potentials of and conditions of use for qualitative research methods
- Understand the typical biases which tend to affect a qualitative study
- Learn how to design and conduct a qualitative study

Grading

To be announced

Teaching methods

- Short lectures
- Discussions
- Students' presentations
- Autonomous research and reading of academic literature
- Application of qualitative research methods in a research projects

266018 and 266000 Master Seminar Quantitative Research Methods (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS

Lecturer

Dr. Michael Schmidthaler (Johannes Kepler University, Linz)

Dr. Andreas Rauch (Johannes Kepler University, Linz)

Course description

This course addresses common statistical, economic and business application of data. Statistical methods for every-day practice will be demonstrated. Additional topics: basics design of quantitative research, acquisition of data, conduct and interpretation of statistical tests for business applications & sensitivity analyses / robustness checks of results.

Grading

To be announced.

Leadership Challenge Globalization

269061 Master Course Dimensions of Globalization (M1 – Master Program 1st Year)

Course, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Tuesday, 10:15 – 11:45

Rooms to be announced in KUSSS

Lecturer

MMag.^a Melanie Wiener MBA (Johannes Kepler University, Linz)

Course concept

The course aims at providing students with an introduction to globalization, building upon today's globalization drivers, as well as preceding phases of the globalization process. The course provides insights into different dimensions of globalization such as economic, environmental, social, technological and cultural. In addition it deals with different viewpoints and criticism of globalization.

Students focus on main concepts with regard to economic development and key economic characteristics of the recent globalization process. Thus they obtain a better understanding and awareness of the economic and social impact of globalization including topics as cultural diversity, cultural change and ethics in global business. The course also aims at fostering a deeper understanding of the EU, the European integration and international economic institutions.

The course is completed with a final session on sustainability and recent trends in the world economy.

Course objectives

- To provide insights into different dimensions of globalization
- To enable students to understand the complex issue of globalization and to evaluate recent globalization challenges
- To familiarize students with the EU integration and international economic institutions
- To provide students with an academically sound basis for reflecting upon globalization issues and impacts
- To sensitize students to cultural challenges related to globalization
- To provide students with a basis for understanding global business influences on companies

Grading

The assessment of this course will be made based upon the following requirements:

- Group assignment
- Final exam

For a passing grade at least 50 per cent of the points in each category are required.

Required reading

To be announced.

269062 Master Seminar Globalization: Strategic Perspectives (M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Globalization)

Course, 2.00 hours, 4.00 ECTS credits, Spring

Wednesday, 08:30

Rooms to be announced in KUSSS

Lecturer

MMag.^a Melanie Wiener MBA, o.Univ.-Prof. Dr. Franz Strehl MBA (Johannes Kepler University, Linz)

Course concept

The seminar provides insights into important strategic aspects of globalization which have to be taken into account by companies.

Especially the focus is on understanding the difference between global integration and local responsiveness and four main types of international strategy. Specific aspects and instruments of country and industry analysis in their relation to strategic development will be presented and discussed. Various modes of market entry are shown, especially in the context of growth strategies and diversification. The seminar is completed with a final session on sustainability and ethical issues in the global arena.

Course objectives

- To provide insights into important strategic aspects of globalization

- To enable students to understand the interrelation between strategy and globalization
- To promote analytical and critical thinking
- To increase competences for case studies in team
- To increase competence in scientific working

Grading

The assessment of this course will be made based upon the following requirements:

- Case studies
- Exam

For a passing grade at least 50 per cent of the points in each category are required.

Required reading

To be announced.

Reader of selected articles will be provided by lecturer.

236034 Master Seminar Globalization: Sociological Perspectives (M2 – Master Program 2nd Year– Entry requirement: Successful completion of Master Course Dimensions of Globalization)

Seminar, 2.00 hours, 4.00 ECTS credits

<p>Wednesday 8.3.2017, 5.4.2017, 26.4.2017, 10.5.2017, 24.5.2017, 14.6.2017 10:15-13:30 (Rooms to be announced in KUSSS)</p>
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Lecturer

Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Veronika Wittmann (Johannes Kepler University, Linz)

Entry requirements

Successful completion of the Master Course Dimensions of Globalization

Course Structure

The first and second sessions aim at providing students with an introduction to *Global Society: from the World in 1900 up to the Global society in the New Millennium*. In this session, students will also be introduced to viewpoints of Globalization Debates, Defining Globalization, Globalization and (In)Equality as well as (Re)constructing Future Globalizations.

Students then focus in the third and fourth session on some of the main concepts with regard to concepts of *World society*: raising questions of why study world society, conceptualizing and models of world society as well as the question of movement from *International to World Society*.

The fifth session is devoted to aspects of *Civilizing World Politics: Society and Community Beyond The State, World Society and the Nation-State*, who's making global civil society as well as the question of Civil Society, the State, and the Limits to *Global Civil Society*.

The course is completed by a final session on *Sociological Cosmopolitanism*, including aspects of unpacking cosmopolitanism for the social sciences as a research agenda, the cosmopolitan imagination: critical cosmopolitanism and social theory, visibility, mobility and the cosmopolitan: inhabiting the world from afar as well as Global Governance or World Federalism, and a Cosmopolitan Dispute on Institutional Models.

Course objectives

- To provide insights into different sociological perspectives of globalization.

Grading

The assessment of this course will be made based on following requirements:

- Presentation of the selected topic in the seminar.
- Participating in the Discussion Forums.
- Find another article in a book or scientific journal that deals with your topic.
- Write an abstract about the selected article and comment on the article.

Required reading

The reading package can be purchased digitally via KUSSS by the students from March 2017 on.

Leadership Challenge Innovation

266013 Master Course Dimensions of Innovation (M1 – Master Program 1st Year)

Course, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Dates and Rooms to be announced in KUSSS

Lecturers

Univ.-Prof. Dr. Matthias Fink, a.Univ.-Prof. Dr. Robert Bauer (Johannes Kepler University, Linz)

Course Objectives

- Students have a basic understanding of innovation, specifically of its forms, preconditions, relevance and (limited) manageability.
- Students acquire scientific knowledge from primary sources, elicit its theoretical and practical implications critically reflect on it.
- Students explore and develop their personal, largely implicit theories of innovation.

Course topic

Innovation is a multi--faceted phenomenon. Technical inventiveness only translates into innovation, if mediated by social innovation: to create wealth, inventions must induce change in people's behavior or relationships. At the societal level, communities and socially constructed collective identities can be developed towards enhancing innovation. At the inter--organizational level, networks and clusters provide a fertile ground for innovation, if and only if relationships are based on trust. Relationship management is thus a core element of innovation management. At the firm level, innovation hinges on creativity and learning in organizational or business contexts. Consequently, coping with fundamental tensions such as exploring vs. exploiting, inventing vs. diffusing, openness vs. control, or intrinsic vs. extrinsic value plays a critical role in managing innovation.

Teaching Method

This course builds predominantly on dialogue in class, for which prepare by engaging in two team tasks: the first more practical, the second more scholarly in nature. Students are challenged to reflect on and further develop their thinking about and stance towards innovation—such that eventually their understanding of innovation is simultaneously rooted in personal experience and scientifically validated knowledge.

Grading

To be announced

Required Reading

To be announced

241011 Master Seminar Innovation: Marketing Perspectives (M2 – Master Program 2nd Year) **Entry requirement: Successful completion of Master Course Dimensions of Innovation)**

Seminar, 2.00 hours, 4.00 ECTS credits

(Rooms to be announced in KUSSS)

March 7th, 10.15-11.45

March 21st, 08.30-11.45

April 25th, 08.30-11.45

May 9th, 08.30-11.45

May 16th, 08.30-11.45

Lecturer

Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Katharina Hofer (Johannes Kepler University, Linz)

Entry requirements

Successful completion of the Master Course Dimensions of Innovation

Course objectives

- Reception, understanding and critical debate of the intersections between marketing and innovation
- Development of methodological and operations skills to study, manage, and design the intersections between marketing and innovation
- Development of personal competence to enrich and broaden specific scientific perspectives
- Enhancement of personal intellectual, communicative and social skills

Course description / structure

The seminar is devoted to the intersections between innovation and marketing. Where marketing is a process by which companies create value for customers and build strong relationships to capture value from customers in return (Kotler et al., 2008). Innovation, on the other hand, is the successful commercial exploitation of new ideas (Schumpeter, 1942 and others authors). As such, innovation and the management of innovation involve identifying, developing, and exploiting new ideas to generate value.

Marketing and innovation are jointly intertwined. There are at least two ways in which marketing influences innovation in firms. First, marketing is a location for innovation within firms. Because marketing is a business function, the marketing process itself is a place where innovation occurs within the firm. Second, marketing acts as a source of innovation within a firm as marketing offer the firm a philosophy of how to succeed (namely, meeting the evolving needs of customers), it informs innovation in other parts of the company a well. The process of developing new offerings and delivering them in new ways involves other functional areas within the firms such as R&D and operations. Future marketing managers should have the ability to operate at the inter-functional and systematic nature of innovation. The seminar will explore, describe, explain, and design ways in which marketing influences innovation in firms and how marketing manager can succeed in operating the intersection.

Teaching methods

The teaching method is a mix of seminar papers and the use of cases provided by the lecturer. The theoretical input accompanies the cases, classroom presentation and discussion helps to acquire and extend knowledge and skills.

Grading

Seminar papers as theoretical input to be prepared for special topics and cases presented 75 points, final examination 25 points. Students must earn more than 50 % of the total points in order to pass the course.

Required Readings

Readings will be announced by the lecturer on time.

266001 Master Seminar Innovation: Organizational Perspectives (M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Innovation)

Seminar, 2.00 hours, 4.00 ECTS credits, Fall

Dates and Rooms to be announced in KUSSS

Lecturer

Univ.-Prof. Dr. Johannes Lehner (Johannes Kepler University, Linz)

Entry requirements

Successful completion of the Master Course Dimensions of Innovation

Course objectives

A sound understanding of the organizational foundations of innovation in regard to structures and processes, both theoretically and from an applied perspective

Course description / structure

The course starts with two introductory sessions with lectures and discussion. This is followed by work on individual papers, to be presented and discussed in class. Topics are the following:

General Topic	Special topics for individual papers
General Basis for Innovation	1. Mechanistic versus Organic Structures 2. R&D within and among Organizations 3. Projectmanagement for Product Development 4. Minimal Structures and Improvisation 5. Assessing the New and Selection
Design of Products and of Structure	6. Modularity 7. Open Source and Crowds

	8. Simultaneous and Concurrent Engineering 9. Innovation as Power Struggles and Status-Contests
Governance and Financing of Innovation	10. Agency versus Entrepreneurs 11. Clusters and Networks 12. Venture Capital Firms

Grading

- Exam: Positive (50% of Points) Exam is Pre-Requirement, then: 35%
- Individual Papers (45%), have to be handed in at the time of presentation (approx. 15 to 25 pages) + one-page summary for everybody. Papers are a combination of review of theory (with own literature search) and empirical evidence in the literature plus own field research.
- Presentation and Discussion 20%
- Minimum attendance: 80% of class time

Required Readings

- DeSanctis, G., Glass, J. T., & Ensing, I. M. (2002). Organizational designs for R&D, *16*(3), 55–66.
- Jansen, J. J. P., Van Den Bosch, F. A. J., & Volberda, H. W. (2006). Exploratory Innovation, Exploitative Innovation, and Performance: Effects of Organizational Antecedents and Environmental Moderators. *Management Science*, *52*(11), 1661.
- Mintzberg, H. (1979). *The Structuring of Organizations: A Synthesis of the Research*. Englewood Cliffs, N.J.: Prentice-Hall., only Chapter 21: Adhocracy
- Nag, R., Corley, K. G., Gioia, D. A., & Shavinina, L. V. (2003). Innovation tensions: chaos, structure, and managed chaos (pp. 607–618). Elsevir.
- O'Reilly, C., & Tushman, M. (2013). Organizational ambidexterity: Past, present and future. *The Academy of Management Perspectives*, *27*(4), 324–338.
- Sine, W. D., Mitsuhashi, H., & Kirsch, D. (2006). Revisiting Burns and Stalker: Formal structure and new venture performance *Academy of Management Journal*, *49*(1), 121–132. doi:10.5465/AMJ.2006.20785590

Leadership Challenge Sustainability

234124 Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Blocked course on Thursday:

09.03.2017, 13:45-18:45

06.04.2017, 13:45-18:45

27.04.2017, 13:45-15:15

21.06.2017, 13:45-15:15

22.06.2017, 13:45-18:45

29.06.2017, 12:00-18:45

(Rooms to be announced in KUSSS)

Lecturer

Mag.^a Dr.ⁱⁿ Daniela Schrack (Johannes Kepler University, Linz)

Course objectives

- Acquisition of a better understanding of how environmental management accounting supports business decisions and how these systems are developed and implemented
- Development of personal and communicative skills by working in teams
- Acquisition of practical skills by solving a simulation game and business exercises
- Enhancement of intellectual skills in regards to critical reviewing business problems and solutions

Course concept

The seminar provides basic knowledge of environmental management accounting including various tools like strategic instruments used in environmental management accounting (e.g. ecologically oriented portfolio analysis and SWOT analysis, eco-efficiency analysis, sustainability balanced scorecard), life cycle assessment (LCA) according to ISO 14040/14044, environmental cost accounting and especially material flow cost accounting (MFCA) according to ISO 14051. Students will be in a position to theoretically apply selected tools of environmental management accounting and learn how to interpret and critically reflect the results. An overview of environmental management accounting will be

given by the lecturer and students will intensify their knowledge by reading relevant and selected literature. The main part of the seminar will consist of producing a seminar paper and a presentation of the research results. Hereby, students will work on specific topics of environmental management accounting in groups and learn how to work efficiently within a team. An interactive simulation game for implementing environmental performance indicators in a specific company concludes the seminar.

Grading

- Midterm exam (40%)
- Preparation and presentation of a seminar paper (60%)
- Voluntary homework assignments
- Attendance
- Active in-class participation

Students must earn more than 50% of the total points in order to pass the course.

Required reading

Literature will be provided by the lecturer.

Background literature:

- Baumann, H./Tillmann, A.M. (2004): The hitch hiker's guide to LCA. An orientation in life cycle assessment methodology and application. Lund.
- Bennett, M./Rikhardsson, P.M./Schaltegger, S. (Eds.) (2003): Environmental Management Accounting – Purpose and Progress. Kluwer Academic Publishers.
- Federal Environment Ministry/°Federal Environmental Agency (Eds.) (2003): Guide to Corporate Environmental Cost Management. Berlin.
- Gale, R.J.P/Stokoe, P.K (2001): Environmental Cost Accounting and Business Strategy. In: Madu, C. (Ed.): Handbook of Environmentally Conscious Manufacturing. Kluwer Academic Publishers.
- ISO 14051:2011: Environmental management – Material flow cost accounting – General framework. Switzerland.
- Jasch, C. (2009): Environmental and Material Flow Cost Accounting. Principles and Procedures. Eco-Efficiency in Industry and Science 25. Springer. Wiesbaden.
- Klöpffer, W./Grahl, B. (2009): Ökobilanz (LCA). Ein Leitfaden für Ausbildung und Beruf. Weinheim.
- Österreichisches Normungsinstitut (2006): ÖNORM EN ISO 14040:2006 und 14044:2006. Umweltmanagement – Ökobilanz. Wien.
- Prammer, H.K. (2009): Integriertes Umweltkostenmanagement. Bezugsrahmen und Konzeption für eine ökologisch nachhaltige Unternehmensführung. Wiesbaden.
- Schaltegger, S. et al. (2008): Environmental Management Accounting for Cleaner Production. Springer.
- Schaltegger, S./Burritt, R. (2000): Contemporary Environmental Accounting. Issues, Concepts and Practice. Greenleaf Publishing Limited. Midsomer Norton.
- Umweltbundesamt (Hrsg.) (2001): Handbuch Umweltcontrolling. 2. Auflage. München.

234006 Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Blocked lectures, March 2017 – June 2017, 10:15-11:45

(Rooms to be announced in KUSSS)

Lecturer

Prof. Dr. Erik G. Hansen (Johannes Kepler University, Linz, Institute for Integrated Quality Design (IQD))

Course objectives

Understand and analyze diverse methods/approaches for stakeholder engagement between companies and third parties such as non-governmental organizations (NGOs), civil society organizations, and political institutions. Understand how to use these approaches for competitive advantage.

Course concept

Classical research-based seminar in which the emphasis is on students (or student groups) self-learning. The course starts with an introduction by the instructor to the field of stakeholder management and specifically sustainability-oriented stakeholder cooperation mechanism. Students are assigned to seminar topics (each group works on a specific cooperation method/approach such as stakeholder boards, stakeholder dialogue, multi-stakeholder initiatives, public-private partnerships, NGO partnerships, open innovation). Initial literature provided by the instructor is used to enter the scientific field. Students present their results in class and additionally prepare a term paper.

Grading

Grading will be based on the following aspects:

- Presentation: 40 %
- Term paper: 50 %
- Attendance: 10% (minimum attendance required!)

Required reading

All relevant readings for this course will be announced and provided in time by the lecturer. An emphasis is on scientific literature (See examples):

- Freeman, R. E. (Ed.). (2010). Stakeholder theory: The state of the art. Cambridge, New York: Cambridge University Press.
- Holmes, S., & Smart, P. (2009). Exploring open innovation practice in firm-nonprofit engagements: a corporate social responsibility perspective. *R&D Management*, 39(4), 394–409. doi: 10.1111/j.1467-9310.2009.00569.x.
- Kaptein, M., & van Tulder, R. (2003). Toward effective Stakeholder Dialogue. *Business and Society Review*, 108, 203–225.
- Spitzeck, H., & Hansen, E. G. (2010). Stakeholder Governance – How do stakeholders influence corporate decision-making? *Corporate Governance: International Journal of Business in Society*, 10(4), 378–391.
- Spitzeck, H., Hansen, E. G., & Grayson, D. (2011). Joint management-stakeholder committees – a new path to stakeholder governance? *Corporate Governance: International Journal of Business in Society*, 11(5), 560–568. doi: 10.1108/14720701111176975.
- Stafford, E. R., Polonsky, M. J., & Hartman, C. L. (2000). Environmental NGO-business collaboration and strategic bridging: a case analysis of the Greenpeace-Foron Alliance. *Business Strategy and the Environment*, 9, 122–135. doi: 10.1002/(SICI)1099-0836(200003/04)9:2<122::AID-BSE232>3.0.CO;2-C.

269063 Master Seminar Sustainability: Strategic Management Perspective (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Wednesday, 13:45-15:15

Rooms to be announced in KUSSS

Lecturer

MMag.^a Melanie Wiener MBA (Johannes Kepler University, Linz)

Seminar objectives

- To develop knowledge and understanding of corporate sustainability, including sustainability as a driver of strategy, innovation and performance
- Focus on making sustainability part of the corporate strategy – its mission, its vision, goals and operations
- To sensitize students to the need to address stakeholder interests, including government, NGOs and international institutions
- To develop knowledge and understanding of the key dimensions of sustainability: economic, environmental, and social (triple bottom line)
- To show how perspectives on sustainability vary across the globe
- To sensitize students to the challenges and trends related to sustainability

Seminar concept

The seminar aims at providing students with an introduction to sustainability, building upon today's sustainability drivers, as well as ways to implement strategies to promote sustainability. The students learn how to apply the tools and techniques of strategic business management to problems of sustainability. The seminar aims at fostering a deeper understanding of the different dimensions of the concept and its components: economic, environmental and social responsibility. The seminar provides students with a framework for understanding the influence of stakeholders, their interests and how to develop stakeholder engagement strategies. The seminar also includes a session on various perspectives on sustainability including critical aspects and recent trends in the world economy.

Grading

The assessment of this seminar is made based upon the following requirements:

- Group assignment
- Individual assignment
- Final exam

For a passing grade at least 50 per cent of the points in each category are required.

**241041 Master Seminar Advanced Topics in International Marketing
(M2 MK – Master Program 2nd Year)**

Seminar, 1.00 hours, 2.00 ECTS credits, Fall and Spring

Monday March 6 th , 15.30-17.00, May 8 th , 8.30-11.45, May 15 th , 8.30-11.45, May 22 nd , 08.30-11.45

Lecturer

Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Katharina Hofer (Johannes Kepler University, Linz)

Course Concept and Structure

The seminar aims at the critical reflection of issues discussed in the different types of current international marketing literature. In groups, different literature outlets such as scientific journals and teaching materials are analysed according to previously specified topics. The state-of-the art regarding topics in international marketing is presented and discussed in class. Findings of the literature analysis are also provided through a written group report. After that, a workshop integrates the results of the different topics to sum up the essence of the seminar.

Course Objectives

- Gaining knowledge and understanding of state-of-the art literature
- Acquiring specific knowledge in current issues of international marketing
- Getting to know databases and search strategies
- Getting to know different types of literature and their purposes
- Identification of current topics in academia and business
- Evaluation and discussion of results

Grading

Participation in class
Presentation and report

Required reading

To be announced

**241039 Master Seminar Applied International Marketing
(M2 MK– Master Program 2nd Year)**

Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Blocked courses on Wednesdays 10:15 – 11:45 and Thursdays 13:45 – 16:15 Rooms will be announced in KUSSS

Lecturer

Prof.ⁱⁿ Dr.ⁱⁿ Zeynep Bilgin-Wührer /Lecturer at Institut of Retailing, Sales and Marketing, JKU, Linz;
zeynep.bilgin_wuehrer@jku.at

Entry requirements

Students must be enrolled in the Master Program “General Management” and be assigned to “Phase 2” by university officials. Erasmus students are also allowed to take the course.

Course aim and objectives

Aim: The core aim of this seminar is to enhance the skills of business students (the future managers) in developing successful strategies for international market environments with a case study approach.

Objectives:

- to improve the critical thinking of the students about various countries, markets and sectors, with special emphasis on Emerging Markets
- to present a perspective to the real business environment with international marketing theoretical knowledge

- to understand the market conditions and challenges of international operations for strategy development for the marketing mix

Teaching, Case Solving, Company Analysis

- Interactive lecturing and learning is emphasized for the theoretical knowledge:
 - o The students are expected to come to class prepared: Having read the chapters due for the lectures of the week and having read also extracurricular information through different academic sources related to the topics.
 - o The lecturer will introduce the students to the core concepts and basic theoretical knowledge in international marketing with power point presentations.
- Building links between the theoretical knowledge and case studies is emphasized:
 - o The students are expected to read the cases they have chosen in the first week of the course to build the links between the topics from the textbook and strategies discussed in the case.
 - o The students should start to collect information through different academic sources about
 - the international market environment of countries stated in the cases
 - the export market environment of the company chosen for term paper
 - marketing mix strategies to develop an analytical focus
- Working on a case study (in peer groups / two students):
 - o Necessitates a careful reading, understanding, thinking and combining the knowledge gained through lectures and own search to solve the case problems and present new strategic perspectives.
 - o Each peer group works on ONE case study of their choice, prepares a written report about it and presents the case. A class discussion follows the case presentation.
- Working on term paper project (in peer groups / two students):
 - o Necessitates a careful choice of a firm ready to present information about international marketing operations.
 - o One export market and one export product / product line is sufficient for the focus of analysis.

Cases: Harvard and Ivey Business Cases

Firms: Students are free to choose the firm they want to analyze

Textbook: Bilgin, Z. & Wührer, G. A. (2014), *International Marketing Compact*, Wien: Linde Verlag.

Course Description and Structure

Date	Time	Lecture / Topic	Student Work to Submit
Day 1:		<ul style="list-style-type: none"> - How to work on the case study - How to work on the firm analysis (term paper) - Distribution of cases for 'Peer Groups' - International Marketing Trends - International marketing research of 21st cc 	<ul style="list-style-type: none"> - Questions on the syllabus - Forming peer groups - Ideas about firms for term paper
Day 2:		<ul style="list-style-type: none"> - Economic trends after crisis - New market structures - Pricing in international market environments 	
Day 3:		<ul style="list-style-type: none"> - Market entry modes in the 21st century - Distribution networks in diverse markets 	<ul style="list-style-type: none"> - Case study outline - Firm choice based TP outline
Day 4:		<ul style="list-style-type: none"> - Effects of culture on international operations - Customer behaviour and shopping trends in different markets 	<ul style="list-style-type: none"> - Case study: firm information and export markets based problems
Day 5:		<ul style="list-style-type: none"> - PLC / PLCM – New product management - Brand management 	<ul style="list-style-type: none"> - TP: Market Environment of Firm X in Country Y
Day 6:		<ul style="list-style-type: none"> - International communication mix trends: Social Media - Corporate Social Responsibility 	<ul style="list-style-type: none"> - Case study: <ul style="list-style-type: none"> o company strategies o suggested strategies
Day 7:		<ul style="list-style-type: none"> - EXAM: Theoretical knowledge 	
Day 8:		<ul style="list-style-type: none"> - Standardization / Adaptation for Marketing Mix in Foreign Markets considering Macro Environmental Forces 	<ul style="list-style-type: none"> - Case Study: PRESENTATIONS and class discussions
Day 9:			<ul style="list-style-type: none"> - Firm Analysis TP: PRESENTATIONS

Assignments and Grading:

- Case:
 - o Presentation: 10 pts

- Written report: 20 pts
- Discussions: 5 pts
- Firm Analysis:
 - Presentation: 10 pts
 - Written report: 25 pts
- Exam: 30 pts
- *TOTAL*: 100 pts

Exam is composed of essay questions based on the textbook. There is a bonus point based on regular attendance and class participation, when the student is very close to an upper grade.

Specialized Management Competence - Module Marketing & International Marketing 2

241040 Master Seminar Advanced Topics in B2B-Marketing (M2 MK – Master Program 2nd Year)

Seminar, 1.00 hours, 2.00 ECTS credits, Fall and Spring

Tuesdays, 13:45-15:15, blocked

Lecturer

a. Univ.-Prof. Dr. Thomas Werani (Johannes Kepler University, Linz)

Course Objectives

Students are supposed to acquire the ability to deal with the specific conditions of marketing decisions in business-to-business (B2B) markets. Based on a critical reflection of the state of the art literature, that is supported by lectures, and by developing and presenting a case study solution, students possess the necessary analytical capabilities to successfully solve practical marketing problems of B2B companies.

Course Structure

The course consists of two major parts. In part I, lectures that are accompanied by class discussions provide the basis for understanding the value-based approach to B2B marketing. The following topics are covered:

- B2B marketing: scope, relevance, and characteristics
- Organizational buying
- Typologies of B2B transactions
- The value concept as cornerstone of B2B marketing
- Managing customer benefit
- Price management

In Part II, students are expected to develop and present a case study solution.

Expectations

Attendance and active participation are required for all students in order to ensure a thorough understanding of the value-based approach to B2B marketing. Students are expected to stay for the duration of the whole class, and to attend all classes. If for any special reason a student is not able to meet these requirements, s/he has to talk to the lecturer in advance.

Grading

The assessment of the course will be based on:

- Final exam in class (40%) – 50 percent of total points necessary to reach a passing exam grade
- Quality of the case study solution (40%)
- Case study presentation (20%)

For an overall passing grade, in each of the three assessment categories a passing grade has to be reached.

Compulsory reading

Anderson, J. C./Narus, J. A./Narayandas, D. (2009): Business Market Management – Understanding, Creating, and Delivering Value, 3rd ed., Upper Saddle River, ch. 1, 2, 3, 5, 6 (available in the management library)

Supportive reading

Werani, T. (2012): Business-to-Business-Marketing: Ein wertbasierter Ansatz, Stuttgart

241007 Master Seminar Applied B2B-Marketing (M2 MK – Master Program 2nd Year)

Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Times and rooms/locations to be announced in KUSSS and on www.marketing.jku.at

Lecturers

a. Univ.-Prof. Dr. Thomas Werani (Johannes Kepler University, Linz)
Mag. Alexander Schauburger (Johannes Kepler University, Linz)

Course Objectives

Students are supposed to successfully solve practical marketing problems in business-to-business (B2B) markets based on the analytical capabilities acquired during their studies. All seminar topics are prevailing problems provided by voestalpine Steel Division.

Course Structure

The seminar has an interactive and application-oriented format. It starts with a kick-off meeting with representatives of voestalpine Steel Division, who together with the team of the marketing institute will act as project supervisors. There are two intermediate presentations aimed at supporting the students in finding an adequate problem solution. The seminar is concluded by a final presentation of the developed solution and a closing event sponsored by voestalpine Steel Division.

Expectations

Attendance and active participation are required for all students in order to achieve a sound solution. Students are expected to attend all meetings and to stay for the duration of all appointments. If for any special reason a student is not able to meet these requirements, s/he has to talk to the lecturers in advance.

Grading

The assessment of the course will be based on:

- Quality of the problem solution/seminar paper (70%)
- Quality of final presentation (30%)

For an overall passing grade, in each of the two assessment categories a passing grade has to be reached.

Base literature

Turabian, Kate L. (2007): A manual for writers of research papers, theses, and dissertations: Chicago style for students and researchers, 7th ed.; Chicago/London: The University of Chicago Press (ch. 3, 4, 7, 8, 9, 10, 13, 15) + Master Thesis Guidelines (<http://www.jku.at/ham/content/e35679>)

Specialized Management Competence - Module Human Resource Management & Organization 1

266204 Master Seminar Advanced Topics in Organization: Literature and Practice (M2 HR/ORG/IM – Master Program 2nd Year)

Seminar, 3.00 hours, 6.00 ECTS credits, Fall and Spring

Rooms to be announced in KUSSS

Lecturers

a. Univ. Prof. Dr. Robert Bauer, Johannes Kepler University, Linz

Topic

Innovation has become a ubiquitous, if not inflationary, term and yet very little is known about how 'the new enters into the world'. For the most part, innovation management has focused on mitigating innovation risks and keeping the unknown in check — a most necessary yet gravely insufficient agenda for management and organization in the 21st century, where continuous renewal of products, services, business models and organizations has become a business essential.

This seminar focuses on two critical aspects of creativity in organizational contexts: creative processes, that is known procedures (or systems) likely to yield unknown high-quality outcomes, more specifically, results that prove both new and valuable; and creative people, that is individuals who appear as the (often sustainable) source of exceptionally creative ideas, where 'creative' again refers to the astonishing blend of new and valuable.

As a result, this seminar deals primarily but not exclusively with so-called front-end creativity. To allow students to examine some important phenomena in sufficient depth, other equally important aspects are brought to students' attention but explored to a much lesser extent. In particular this is the case for the most critical aspects of back-end creativity, such as the ability to mobilize the resources for carrying through long, ambiguous projects and the power to shape the valuation of new ideas.

Course Objectives

- Students understand creativity and innovation in organizational contexts — their importance, preconditions and (limited) manageability. They understand different types of creative processes and approaches to manage them as well as the role of passion, support, 'epistemic completeness' and timing for creative individuals.
- Students are capable of acquiring scientific knowledge from primary sources and critically reflect on it. They can elicit academic literature's practical implications and convincingly present their own position regarding topical aspects of (managing) creative people and processes.
- Students are able to attend to, reflect on and, within limits, shape their own creativity.

Grading

To be announced

Required Readings

To be announced

Specialized Management Competence - Module Human Resource Management & Organization 2

267015 Master Seminar Leaders, Groups, and their Organizational Environment (M2 HR/ORG/IM – Master Program 2nd Year)

Seminar, 3.00 hours, 6.00 ECTS credits, Fall and Spring

Thursday, March 9 th , 2017 (10.15 – 17.00)
Friday, March 10 th , 2017 (10.15 – 14.30)
Thursday, April 6 th , 2017 (10.15 – 17.00)
Friday, April 7 th , 2017 (10.15 – 14.30)
Thursday, May 11 th , 2017 (10.15 – 17.00)
Friday, May 12 th , 2017 (10.15 – 14.30)
(Rooms to be announced in KUSSS)

Lecturer

Assoz. Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Barbara Müller

Course objectives

The aim of the course "Leaders, Groups and their Organizational Environment" is the reflection of experiences and theories in the field of leadership. In specific the course addresses the following topics:

- The function of leadership within organizations
- The approaches to explain effects and impact of leadership
- Leading groups
- Leaders and their organizational environment
- Reflecting on leadership challenges

Teaching methods

The interactive course introduces basics through core lectures and group presentations. Several case studies and management simulations including group discussions facilitate experience-based learning and allow for combining insights from personal experiences with theoretical background of leadership.

All modules include action learning and experience orientated approaches. Therefore compulsory attendance is required all the time!

Grading

Students' engagement during action learning phases, individual reflections, team assignments with oral presentations and a written homework are graded.

Required reading

Selected Chapters of

- Alvesson, M.; Blom, M., & Sveningsson, S. (2017): Reflexive Leadership. Organising in an imperfect world. Sage.
- Yukl, G. (2013): Leadership in Organizations. 8th Edition. Pearson.

Further readings will be provided in class.

Specialized Management Competence - Module Global Strategic Management 1

247030 Master Seminar Global Strategic Management (M2 HR/ORG/IM – Master Program 2nd Year-first half of semester)

Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring

Friday, 10.03. – 15:30 – 17:00
Friday, 17.03. – 13:45 – 17:00
Saturday, 18.03. – 10:15 – 13:30
Thursday, 23.03. – 13:45 – 17:00
Friday, 24.03. – 13:45 – 17:00
Friday, 31.03. – 13:45 – 17:00
Friday, 07.04. – 15:30 – 17:00 (Exam)
Rooms to be announced in KUSSS

Lecturer

Mag.^a Anna Strutzenberger (Johannes Kepler University, Linz)

Course objectives

This course aims at developing strategic thinking in a global context. The main objectives of this course are:

- To introduce students to the domain of international strategy and global strategic management;
- To understand the processes of strategy formulation and implementation in a global setting;
- To become aware of competing arguments behind a number of strategic approaches and to find criteria for choosing a specific strategy;
- To comprehend strategic actors' different roles and goals, their agendas, tactics and strategies;
- To learn to work together, to discuss and to decide as a team.

Upon completion of this course, students should have:

- The ability to conduct a strategic analysis in a global setting;
- The skill to select and critically apply analytical frameworks and tools;
- The know-how to obtain and analyze information which will aid decision making;
- The capability to analyze cases which approximate closely to the rapid analysis of global business situations.

Course structure

Utilizing a teaching approach that mixes cases, role-play and class discussions, students will learn key concepts and frameworks used in crafting and implementing global strategy. The reading will give you a broad picture of what global strategy is about. Furthermore, this course will provide students with the opportunity to develop the written and oral presentation competencies. The course contains regular case teaching sessions and competitive case sessions. Preparatory questions will be assigned along with all teaching case sessions. Students are expected to analyze the case within their working group before coming to class and to prepare a Power Point presentation summarizing their key findings. The slides form the basis for the discussion of the cases in the class. In each of two competitive case sessions, two groups (thus, competing session) will be asked to present their case analysis and strategic recommendation for the case at hand. Students will also need to provide a written case analysis before the presentation, which will be made public to the group for comments and discussion.

Teaching Case Assignment: Each group is required to discuss and prepare the cases specified in the course outline for the respective sessions. For each teaching case assignment, groups may be asked at random to present their findings to the class.

Competing Case Assignment: Each student group is expected to hold one competitive presentation in any of the two competing case sessions. Assignment to groups and sessions will be done in the first lecture. The case assignment consists of two parts: a written case report and the actual presentation (.ppt, .key or .pdf format). These documents have

to be submitted to the lecturer at least **three days** before the session and will be made public to the class. Both the verbal presentation and the submitted overall report will be assessed.

No late assignments will be accepted under any circumstances.

Grading

Group Level

Analysis for Competing Cases (50%)

Individual Level

Written Exam (50%)

247034 Master Seminar Advanced Topics in Global Strategic Management (M2 HR/ORG/IM – Master Program 2nd Year-second half of semester)

Seminar, 1.00 hour, 3.00 ECTS credits, Fall and Spring

Tuesday, 16.05.	12:00 – 15:00
Tuesday, 30.05.	12:00 – 15:00
Tuesday, 13.06.	12:00 – 15:00
Tuesday, 27.06.	12:00 – 15:00
Rooms to be announced in KUSSS	

Lecturer

a.Univ.Prof.ⁱⁿ Dr.ⁱⁿ Iris Fischlmayr (Johannes Kepler University, Linz)

Entry requirements

Students must be enrolled in the Master program “General Management” and be assigned to “Phase 2” by university officials.

Course Objectives

- To make students familiar with strategic decisions managers have to face when managing the workforce of a global company;
- To evaluate and analyse the relationships between the external environment, organisational factors and international strategies;
- To get an overview and understanding of a company’s perspective on strategic international human resource management;
- To make students familiar with typical decisions IHRM managers have to make with regards to international assignments;
- To identify current developments and trends in international human resource management practice;
- To apply theoretical knowledge into practice.

Course Structure

The seminar is participatory by nature. It is expected students will have read required reading prior to attending seminars. As only with continued attendance and participation a positive learning environment is facilitated, attendance is mandatory. Students are expected to stay for the duration of the whole class, and attend all classes. Missing a session leads to a negative grade.

Requirements and Grading

The assessment of this course will be made based on the following requirements:

Short Tests	20 P
In-Class Case Study	30 P
Individual Project	50 P

In each of the categories, 50% of the points have to be reached in order to be able to pass the course. For a positive grade, 60% of the overall points (100) are required.

Readings

The reading package can be purchased at the department secretary’s office (Hochschulfondsgebäude, 2nd floor, room 224) from the beginning of March on.

Course outline

<http://www.jku.at/iim/content/e40042/e311776/>

**247035 Master Seminar International Business Project
(M2 HR/ORG/IM – Master Program 2nd Year)**

Seminar, 3.00 hours, 6.00 ECTS credits, Fall and Spring

Date	Time	Class type
08.03.2017	12:00-13:30	face-to-face
22.03.2017	12:00-15:15	face-to-face
04.04.2017	t.b.d.	virtual simulation
26.04.2017	t.b.d.	virtual simulation
03.05.2017	12:00-15:15	face-to-face
24.05.2017	08.30-12:00	AXIS Co-Working Space Tabakfabrik
07.06.2017	12:00-15:15	virtual class via Adobe Pro Connect
21.06.2017	12:00-15:15	face-to-face

NOTE!

On April 4th and 26th, each student has to be online for 6 hours during the simulation time. Exact times to be discussed in virtual teams. Team composition done by teachers and VIBu facilitators before simulation.

Lecturer

a.Univ.-Prof.ⁱⁿ Dr.ⁱⁿ Iris Fischlmayr, Saskia Langenberg LL.M. (Johannes Kepler University, Linz)

Entry requirements

Students must be enrolled in the Master Program “General Management” and be assigned to “Phase 2” by university officials. If this is not the case, the teacher might control the requirements and decide upon participation. Further, successful completion of the course “Global Strategic Management”.

Course structure

The course consists of three different types of classes:

- 1) Face-to-face classes
- 2) VIBu RealGame™ classes
- 3) Webconferencing classes
- 4) Class @ AXIS Co-Working Space

In the VIBu RealGame™ classes, students will be assigned to virtual multicultural teams with students from universities worldwide. Participating universities are

- Johannes Kepler University, Austria
- IMC University of Applied Sciences, Krems, Austria
- University of Otago, New Zealand
- University of Sussex, UK
- Turku School of Economics, Finland

and maybe some more.

The global virtual teams function as different companies which are either dependent on each other or compete with each other. Students are assigned to dispersed multicultural groups in order to enhance learning outcomes. They will be given basic information required for taking part in the online business game VIBU RealGame™ in an online session the day before the simulation. Time zone differences will put a special challenge to that type of experience. After the two simulation days, an online wrap-up will take place.

In the Web conferencing class, students will experience having a seminar held on a virtual basis via Adobe Pro Connect Meeting, thus, by participating in front of one’s own computer from any location.

Both types of virtual classes are initiated in an introduction class where students get familiar with different tools enabling virtual collaboration. After each type of virtual class, experiences and learnings will be intensively reflected on individual, team and class level.

In both the face-to-face and the virtual classes, students will be confronted with different aspects of doing business internationally, and in particular also by relying on ICT. Chances and drawbacks for various functional areas and business flows in an international company will be discussed. This will be enhanced by specific literature and discussions.

In terms of challenges for companies and employees due to digitalization we will have one class at AXIS Co-Working Space at Tabakfabrik Linz in order to show new and alternative ways and spaces of work.

The seminar language is English. Attendance is mandatory during ALL class sessions, both the face-to-face, the virtual ones. Students are expected to stay for the duration of the whole class, and attend all classes. Missing a session leads to a negative grade.

Course objectives

- To make students familiar with today's business world, which is becoming more and more global and also virtual.
- To provide students with a learning environment that allows for experiencing the benefits and challenges of multicultural and virtual team work, and to give them a chance to reflect on these experiences intensively.
- To enable students to acquire a holistic picture of activities of an internationally operating company by participating in an online business game over different time zones.
- To give students the opportunity to acquire skills required for virtual collaboration, by both participating in virtual teams and by having online seminars supported by the web conference tool Adobe Pro Connect Meeting.
- To provide a better understanding of different issues regarding internationalization from different perspectives.

Grading

VIBu Assignments 30P

- Individual Reflection I (15P)
- Individual Reflection II (15P)

Web-based group task 40P

Short Tests 30P

In each of the categories, 50% of the points have to be reached in order to be able to pass the course. For a positive grade, 60% of the overall points (100) are required.

Required reading

The reading package can be purchased at the department secretary's office (Hochschulfondsgebäude, 2nd floor, room 224) from the beginning of March on.

Specialized Management Competence - Module Entrepreneurship I

281301 Master Seminar Entrepreneurship Theory and Practice (M2 – Master Program 2nd Year)

Seminar, 3.00 hours, 6.00 ECTS credits, Spring

Monday, March 13th, 2017, 09:00-12:15*

Additional dates and individual consulting dates will be agreed upon with participants

* Intended dates! Final dates and rooms to be announced in KUSSS

Lecturer

Univ.-Prof. Dr. Norbert Kailer, (JKU), Dr. Bernd Litzka (AWS Vienna), Univ.-Prof. Dr. Sascha Kraus (University of Liechtenstein)

Entry requirements

Successful completion of specific Master Courses (see KUSSS). Completion of Master Seminar Innovation: Entrepreneurial Perspectives is recommended but not mandatory.

Course description and structure

The Master Seminar Entrepreneurship Theory and Practice aims at discussing entrepreneurial core competencies and skills in start-ups, small and medium-sized enterprises and family businesses. The seminar builds upon the basic knowledge of business planning and entrepreneurship. Students will address peculiarities of the start-up and growth phase of business. A special focus will be on support institutions, support programs and consulting for start-ups and business succession.

In particular, students gain knowledge to analyse and discuss relevant core competencies and skills (e.g. presentation skills) as well as problems in the start-up and growth phase. Additionally the seminar is designed to develop the students' understanding of support programs and assistance offered by various institutions.

Course objectives

On successful completion, students

- are able to discuss relevant core competencies and skills focusing on the start-up and growth phase.
- are increasingly aware of specific problems in the phase of business planning and are able to analyse, understand and review those problems.
- are able to discuss specific support institutions and support programs as well as their benefit for entrepreneurs.

Grading

10% participation in discussions and groupwork

20% presentation

70% written (essay)

More than 50% of the points are necessary to pass the seminar.

Attendance at seminar times is encouraged, but not mandatory.

Compulsory reading

Background literature:

Volkmann, C.; Tokarski, K.; Gruenhagen, M. (2010): Entrepreneurship in a European Perspective: Concepts for the Creation and Growth of New Ventures, Gabler, Wiesbaden.

Further information on literature will be announced.

Advanced Electives – Subject Interpersonal Skills

267102 Master Seminar Negotiation Skills – Focus: Negotiations with the press (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 2.00 ECTS credits, Spring

Saturday, March 11, 09:15-17:00

Friday, March 31, 09:15-17:00

Saturday, April 1, 09:15-17:00

(Rooms to be announced in KUSSS)

Lecturer

Dr. Stephan Klinger

Course structure

Right from the early days of mankind people had to negotiate with each other – in verbal or non-verbal ways, using brute force or gentle bargaining tactics. Whereas in ancient Greece Socrates was regarded as a brilliant rhetoric and the inventor of the dialectic method of inquiry (also referred to as the Socratic Method), modern managers rely on the toolkit and system of the Harvard Negotiation Project (“Getting to a Yes!”) or make use of communication techniques like Neuro-linguistic programming (NLP – a mixture of communication and psychotherapy developed in the 1970s) to succeed in negotiations. Whatever instrument, toolkit, strategy or tactics individual negotiators rely to is highly shaped by their individual preferences and the negotiation situation.

There are no universal rules on how to negotiate! So in class you will get to know and explore the different approaches and perspectives with the aim to equip you with the relevant skills to understand any negotiation as a challenging but enjoyable experience.

This semester we will focus on how to negotiate with the press. Companies strive to their messages with journalists of all papers (tabloids, press agencies, weeklies, ...). Alexander Jedlicka, an experienced media communication manager and spokesperson from a publicly listed insurance group in Austria will co-teach this course.

Course objectives

This Master Seminar is designed to develop in participants a greater understanding of negotiation theory and practice. Students are going to improve their negotiation skills (like essential questioning and listening skills) as well as their framework of preparation for negotiations.

To achieve this, we are going to cover a broad range of

- negotiation issues (purchasing a car, salary negotiations, discussing the next holiday with your partner, international incidents,...),
- strategies (distributive and competitive bargaining),

- types of negotiators (psychological factors, emotions, verbal and nonverbal factors – like body language,...),
- construction of realities, and
- situations (1-1 negotiations, team negotiation, multi-party-negotiation,...).
- press related issues of negotiation (how to place the desired messages with the press, “tricks” of journalists,...)

Teaching methods

Negotiation is best learned experientially and by reflecting on what you are doing. Therefore the Master course will have a strong practical approach. The participants will use English at all times and reflect on their attitudes and expectations regarding the bargaining process.

Grading

To be announced.

Required reading

Fisher, Ury (2011); Getting to Yes, Penguin

Lewicki, Barry, Saunders (2010); Essentials of Negotiation, McGraw-Hill

Plato; Apology

267103 Master Seminar Team Development & Group Dynamics (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 2.00 ECTS credits, Fall and Spring

Dates & rooms to be announced in KUSSS
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Lecturer

Mag.^a Sylvia Schweiger, MSc. (Johannes Kepler University, Linz)

Course objectives

Upon successful completion of this course, students will possess advanced knowledge of the interaction of forces in teams. They will be able to contribute to teams, coordinate teams efficiently and in a targeted manner. They will be familiar with group dynamics processes and roles in teams, and they will have gained experience with the need for teamwork in connection with leadership. Students will also be able to understand topics from the fields of integrated communication, gender and diversity arising in connection with leadership and teamwork-management.

Course description / Course structure

Theory-based competencies in self-management; experiencing and understanding interpersonal processes and group dynamics; combining insights from personal experiences with theoretical background of groups and leadership; dimensions of collaboration of groups and organizations across cultures and genders; instruments and skills to handle social processes in projects and innovations

Teaching methods

The interactive course introduces basics through core lectures. Additionally, group presentations, several case studies and management simulations including group discussions facilitate experience-based learning.

Grading

Team assignments with oral presentations and a written homework are graded. Attendance of all sessions is required.

Required reading

Robbins, S.P. / Judge, T.A. (2009): Organizational Behavior, 13th Edition, Pearson.



Faculty of Business, Economics and Social Sciences

ECONOMICS – BACHELOR LEVEL

Department of Economics

239418 Managerial Economics

Course, 2.00 hours, 3.00 ECTS credits, weekly

Thursday, 10:15 – 11:45, room: HS 1 from March 9 th , 2017 to March 29 th , 2017

Lecturer

Prof. Dr. Rudolf Winter-Ebmer (Johannes Kepler University, Linz)

Entry requirements

Students are required to have a good command of the English language, a good knowledge of mathematics and basic knowledge in the field of economics.

Course description

The course in Managerial Economics will give a short introduction into economic topics which are important for business students and applied economists at the Bachelor level. The main issue is to show how rigorous modeling can help to understand important phenomena in business enterprises. Economic principles can assist in focusing and organizing ideas, to explain real world behavior and to make well-informed decisions.

Course content

- Topics from Industrial Organization:
- Theories of choice, uncertainty, risk and intertemporal decisions
- Game theory, organization of markets, market entry
- Business strategy in different market structures: competition, monopoly and oligopoly
- Special topics of multi-plant firms
- Transfer prices

Topics from Organization and Management of Firms:

- Organization principles, efficiency, transaction costs
- Problems of private information: insurance, moral hazard, adverse selection, signaling
- Performance incentives, Principal-Agent Problems
- Personnel and Human Resources Management, Compensation systems and motivation

Grading

2 exams and additional exercises (problem sets with examples and discussion of cases)

Reading

W. Bruce Allen, Keith Weigelt, Neil Doherty and Edwin Mansfield: Managerial Economics, 7th edition, Norton, NY, 2009

239110 Balance of Payments and Exchange Rates

Course, 2.00 hours, 3.00 ECTS credits

Tuesday, 12:00 – 15:15, room: HS 10 from April 25 th to June 13 th , 2017 final exam: Friday, June 13 th , 12:00 – 15:15, HS 10
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Lecturer

Dr. Bernhard Schütz (Johannes Kepler University, Linz)

Contact

For questions or issues please contact: bernhard.schuetz@jku.at

Entry requirements

Students are required to have a good command of the English language, a good knowledge of mathematics and basic knowledge in the field of economics.

Course objectives

This is an introductory course to the core field of "Balance of Payments and Foreign Exchange Markets." Students will be introduced to the monetary aspects of a country's international economic transactions. They will get to know the meaning of important concepts like the balance of payments, the exchange rate, currency markets, international capital mobility, purchasing power parity, and interest rate parity. Specifically we shall address the policy options available to governments in the present era of economic globalization, especially with respect to international currency systems (flexible vs. fixed exchange rates, currency unions).

Course content

We cover a systematic representation of all foreign transactions (international trade, international capital movements) of an economy in the balance of payments. Relationships between these transactions and domestic investment and savings, as well as the domestic government budget deficit. Incentives for foreign exchange transactions, with special emphasis on international capital flows, interest rates and currency risk. Impact of exchange rate movements on domestic goods market and domestic employment. Balance of payments equilibrium under fixed exchange rates. Monetary and fiscal policy towards internal and external equilibrium at fixed and flexible exchange rates. Essential problems of alternative currency systems with special emphasis on the European Monetary Union.

Grading

Final examination

239413 Econometrics I

Course, 2.00 hours, 4.00 ECTS credits, weekly

Thursday, 13:45 – 15:15, room: K 153C from March 9 th to June 29 th , 2017

Lecturer

Mag. Alexander Ahammer (Johannes Kepler University)

Entry requirements and content

The course (KS) and the Intensifying Course (IK) Econometrics I are part of the Econometrics Curriculum of the Department of Economics. Their goal is to deepen students' understanding of simple econometric models and to introduce them to deal with empirical work in a critical manner. Students will gain a deeper insight into linear regression models and how they are properly applied to economic data. A special emphasis lies on endogeneity and other model misspecification issues. The main target audience is students of the Bachelor program in *Business & Economics* who aim to specialize in either *Economics* or in *Management and Applied Economics*. Of course, students of other areas of specialization, or other programs who are interested in empirical methods are highly welcome. The focus of the course is on econometric theory and applications are being taught in the accompanying intensifying course.

Grading and assessment

Before students attend the course, they are asked to study the relevant chapters in the textbook. In class the material is discussed together thoroughly. Two short tests on the reading assignments will be given (without extra notice) during the semester. On each test students can gain a maximum of 20 points. The best score will account for the final grade. At the end of the semester a final exam (with a maximum of 100 points) will be given. Maximum points in total: 120.

Basic reading

Wooldridge, J.M. (2012): *Introductory Econometrics. A Modern Approach*, Cincinnati: South-Western Cengage Learning, 5th edition (or 4th edition, 2009).

239414 Econometrics I

Intensifying Course, 1.00 hours, 2.00 ECTS credits

Thursday, 15:30 – 17:00, room: MT 226 from March 9 th to June 29 th , 2017

Lecturer

Mag. Alexander Ahammer (Johannes Kepler University, Linz)

Entry requirements

The Intensifying Course Econometrics I is intended to be a complementary course to course Econometrics I. While the focus of the course lies on econometric theory, the emphasis of the intensifying course is to provide a deeper understanding of the concepts covered in the course and to apply econometric methods and tests to real data. The intensifying course aims particularly at developing practical skills which are necessary to perform independent empirical research. Students planning to attend this course should be familiar with the software

pack STATA. The prerequisite course *IC Empirical Economic Research* which provides a comprehensive introduction to STATA - is offered every winter term.

Grading and assessment

Grading is based on problem sets that are presented in class and a presentation at the end of the term.

Basic reading

Adkins, Lee C und R. Carter Hill (2008), Using Stata for Principles of Econometrics, 3rd ed., Wiley.

239126 Microeconometrics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Monday, 17:15 – 18:45, room: K 009D from March 6 th to June 26 th , 2017

Lecturer

Prof. Dr. Rudolf Winter-Ebmer (Johannes Kepler University, Linz)

Entry requirements

Students are required to have a good command of the English language. JKU regular students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making” and “Income, Employment and Financial Markets”.

Target audience

Students with the special subject „Angewandte Ökonometrie und Statistik“ as well as statisticians and social scientists interested in empirical social research. Previous knowledge of econometrics and STATA is necessary.

Course objectives

In modern empirical analysis of economics we use cross-sectional or panel data (cross-sectional data available for several time periods) in micro econometrical models. These models account for specific problems that might occur due to the necessity of causal interpretation of parameters and policy variables on the one hand and the usual imperfection of real data on the other hand:

Non-experimental data often contains measurement errors; the data structure often differs from the necessary assumptions for OLS-regressions; variables are measured imperfectly; only 0/1 values (e.g. employment) or count data are available; sample is selective and non-representative; etc.

Methods for treatment effects are part of economists’ standard repertoire in order to evaluate economic policies. These methods consider inter alia endogenous assignment (typically, assignments within such policy measures are not random).

This course provides an overview of different state-of-the-art methods on a medium level. Attention is drawn on the practical application and implementation of these methods in the empirical research. macroeconomics and financial economics mainly use time-series models. However, microeconomic problems are predominant in almost all other areas of economics e.g. labour economics, industrial economics, public finance, health economics, etc. Especially when it comes to evaluation of policy measures, economists broadly use the methods thought in this course. Without intention to strive for a level that high, one should note that the James Heckman and Dan McFadden were awarded the 2000 Nobel Prize for economics as appreciation for their work in micro econometrics.

Topics:

- Regression Discontinuity Design
- Ordinal variables, Ordered Probit
- Censored data, Tobit
- Analysis of counting data
- Panel data
- Binary dependent variables: Probit, Logit
- Multinomial variables
- Sample selectivity
- Survival Analysis

Grading:

The grading will combine: homework 20 %, seminar paper 50 %, presentation 30 %

Seminar paper: A scientific article has to be replicated using the original data (provided by the lecturers) and presented in class.

Literature:

- Long, Scott: *Regression Models for Categorical and Limited Dependent Variables*, SAGE, 1997
- Wooldridge, Jeffrey: *Introductory Econometrics*, 4th, Chapter 14

- David S. Lee and Thomas Lemieux, 2010, Regression Discontinuity Designs in Economics, Journal of Economic Literature
- Angrist and Pischke, Mostly Harmless Econometrics, Chapter 6
- Selected articles

239320 International Economics, Finance and Macroeconomics

Seminar, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday,	15:30 – 17:00,	room: K 269D
from March 7 th to June 27 th , 2017		

Lecturer

Prof. Dr. Michael Landesmann and Dr. Bernhard Schütz (Johannes Kepler University, Linz)

Entry requirements

Students who take this course should have prior knowledge in more than just the first introductory courses in economics (i.e. the seminar should be taken towards the end of their Bachelor studies).

JKU regular students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making”, “Income, Employment and Financial Markets” and “Balance of Payments and Exchange Rates”.

Course content

The topic of the seminar changes every year (last year we covered 'Macroeconomics and the current Economic Crisis'). Students are allocated relatively advanced articles from journals to present and discuss critically.

Regular meetings before the presentations should ensure that the paper is well understood and well presented. A final written paper is expected to be delivered by the end of term.

239321 Economics of International Integration

Course, 2 hrs.00, 4.00 ECTS credits, recommended 2nd year of bachelor or higher

Tuesday,	13:45 – 15:15,	room: K033C
from March 7 th to June 27 th , 2017		

Lecturer

Prof. Dr. Michael Landesmann (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making”, “Income, Employment and Financial Markets” and “Balance of Payments and Exchange Rates”.

Course content

This course covers the most important aspects of international economic integration. Such integration can proceed world-wide (see e.g. the decisions taken in negotiations at the GATT and WTO rounds in the areas of the liberalisation of trade in goods and services) but can also be confined to particular regional blocks (e.g. the European Union, NAFTA etc.). The latter phenomenon and its impact on the world economy have been subject to active research under the heading of 'Regionalism'.

Course objectives

The course will cover all the tracks along which international economic integration proceeds: trade (in goods and services), international direct investment flows and the operation of multinational corporations, and migration flows. In other words, international integration can directly refer to the international flows of goods, of capital and of labour. Economic theory has shown that liberalisation on any of the three tracks (i.e. over the goods, capital and labour markets) has implications for allocation processes over the other tracks as well. We shall cover these interactions and discuss issues such as: What are the implications of trade liberalisation for labour markets? How do FDI flows affect trade flows? How does the impact of migration on wage structures (e.g. between skilled and less skilled workers) and employment differ from the impact of trade? What are the impacts of outsourcing and off-shoring on labour markets? We shall also discuss further topics: international integration and economic growth (i.e. does stronger integration support or discourage convergence of income levels) and the issues of trade, FDI and migration from the point of view of developing economies. The course is basically theoretical, but we shall also present relevant statistics and discuss important empirical research for each of the topics covered. Students in their presentations can choose to present some of the remaining theoretical topics or an application of the theories to issues of European and global economic integration.

Detailed course structure and literature (Topics to be covered and selected literature):

1. Trade patterns and international specialisation
2. Trade theory: implications of Ricardian and Heckscher-Ohlin theories
3. 'New trade theory': imperfect competition, product differentiation and economies of scale
4. Strategic trade policy
5. Technology, growth and trade
6. Foreign direct investment and the theory of the multinational firm
7. International production linkages, fragmentation and technology spillovers
8. International integration and labour markets
9. Economic effects of international migration
10. Economics of geography
11. Regional economic integration and regionalism
12. Heterogeneity of firms, international trade and production location
13. European economic integration and Europe's position in the global economy

Selected Bibliography:

- Main textbooks or handbooks covering a wide range of topics of the course:
- Rivera-Batiz, L.A. and M.A. Oliva (2003): *International trade – theory, strategies and evidence*; Oxford University Press.
- Elhanan Helpman: *Understanding Global Trade*, Cambridge, Mass; Harvard University Press, 2011
- Feenstra, R.C. and A.M. Taylor (2008): *International Economics*; Freeman and Co.; (introductory textbook)
- Choi, E.K. and J. Harrigan, eds. (2003): *Handbook of International Trade*; Blackwell Publ.
- *Handbooks of International Economics*; 3 Vols.; North-Holland Publ.
- Robert C. Feenstra (2004): *Advanced International Trade, Theory and Evidence*; Princeton University Press (this is an advanced - graduate level - textbook)
- Krugman, P. and M. Obstfeld (2006): *International Economics: Theory and Policy*; Pearson Addison Wesley (very introductory textbook)

Course assessment

For the successful completion of this course one has to obtain a positive result for the midterm-exam (after topic 5) and an oral and written presentation (about 12 pages) of one of the remaining topics on the course list.

ECONOMICS – MASTER LEVEL

239314 Advanced Topics II – Industrial Economics and Competition Policy

Behavioral Finance in Sports and Financial Markets

Seminar, 2.00 hours, 4.00 ECTS credits, intensive sessions in June

Intensive sessions from June 1 st – June 28 th , schedule to be announced

Lecturer

Prof. Andrew Weinbach (Coastal Carolina University, USA)

Course overview

There is disagreement among Nobel Prize winning economists about the degree to which markets behave in accordance with the ‘Efficient Market Hypothesis’ (EMH). According to EMH, asset prices are expected to fully incorporate all available information, therefore there should be no opportunities for investors to consistently outperform the market. Meanwhile, researchers in the behavioral finance camp argue that psychology plays a role in individual level decision making about investments, and human beings have quirks, systematic biases and tendencies that sometimes prevent them from behaving as rational agents are predicted to behave. As the level of disagreement among Nobel Prize winning economists suggests, these questions are not sufficiently settled, and significant opportunities for new research remain. Students interested in pursuing research in these areas will be encouraged to do so, and the instructor will be available to meet with students would like feedback or assistance in developing their own research in related areas.

In the field of Economics, researchers have often studied sports betting markets as straightforward and interesting examples of financial markets. Market participants are assumed to seek to maximize earnings, and bets on live sports exhibit well-defined market open, close, and event resolution that makes them convenient to study. Over the past two decades, substantial research into sports betting markets reveals that these markets are generally “efficient” but exhibit some interesting systematic variation from what most EMH proponents would predict. Opportunities exist to constructively apply these findings to help improve business decisions in the multi-billion Euro spectator sports industry. Additionally, these findings provide insights into where traditional financial markets may deviate from general EMH assumptions, and potentially outperforming contrarian investment strategies (if they exist) are most likely to be found.

Outline

In this course we will examine early, recent, and current research in sports betting markets to see how closely these markets reflect the predictions of the Efficient Market Hypothesis or deviate from them

- Section 1 – Background on Efficient Market Hypothesis and the debate among Nobel Laureates, early sports betting market research, and the favorite-longshot bias in pari-mutuel wagering markets
- Section 2 – Team sports and scoring – Research on betting markets in Football, Soccer, Basketball, Hockey, and Baseball. How these markets function, the research findings, what we can learn about consumers, and potential application to business decisions
- Section 3 – Point-spread and odds wagering in team sports – How these markets function, what the findings suggest about bettor/consumer behavior, and how this information may be applicable to business decisions
- Section 4 – Application of findings in betting markets to business decisions, how some of these findings may apply to investment decisions in financial markets, and opportunities for future research in sports and financial markets

Grading

Research assignments – Each student will submit 2 research assignments:

1. Summarize a research papers related to market efficiency and or investor biases in sports betting or financial markets. Each written assignment is expected to be between 1,000 and 1,500 words in length. Students may choose one research paper from a list of suggested papers, or find a related paper on their own.
2. Choose option a or b
 - a. While students are not expected to complete an academic journal article during the course, students are encouraged to submit a research proposal related to sports markets or traditional financial markets for feedback. Research proposals should include a primary research question or hypothesis, a proposed model or method of testing, and a sample of data sources they plan to use.
 - b. Alternatively, a student may choose to review an additional article related to financial markets outside of the suggested paper list.

Exam

There will be a comprehensive exam, covering questions about how the markets studied function, the logic and human behavior behind apparent deviations from Efficient Market based predictions, and the conclusions of the researchers.

239503 The Multinational Firm in the Global Economy

Course, 2.00 hours, 4.00 ECTS credits, weekly

Friday,	10:15 - 11:45,	room: BA 9910 and
Friday,	13:45 – 15:15,	room: HS 3
from March 10 th to June 23 th , 2017		

Lecturer

Mahdi Ghodsi, PhD (Vienna Institute for International Economic Studies)

Entry requirements

Good knowledge in macro-, microeconomics and econometrics as well as mathematics for economists.

Course Content

The goal of the course is to gain a basic understanding of the theory on multinational firms and foreign direct investment (FDI) and to become familiar with the main empirical findings on multinational firms and FDI. After the course you should be able to explain the main concepts and theories and empirical findings from the literature. We cover the following themes, following the book used for the course:

- (a) Facts and Issues
- (b) Overview of concepts, theory and empirical findings
- (c) Theory on horizontal FDI
- (d) Theory on vertical FDI
- (e) Theory on the role of the firm in FDI
- (f) Empirics: determinants of FDI
- (g) Empirics: Host country effects
- (h) Empirics: Home country effects
- (i) Policy Implications

Literature

Barba Navaretti, Giorgio and Anthony J. Venables (2006), *Multinational Firms in the World Economy*, Princeton University Press.

239505 Welfare Economics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday,	10:15 - 11:45,	room: K 153 C
from March 7 th to June 27 th , 2017		
final exam: Tuesday, June 27 th , 2017, 11:00 – 12:45, room: HS 4		

Lecturer

Prof. DI DDr. Johann Brunner (Johannes Kepler University, Linz)

Course objectives

Students are familiar with the conditions for Pareto efficiency of general equilibrium in a static and a dynamic model of the economy, and in the presence of uncertainty (contingent goods). Students understand the concept of social welfare functions in the sense of Samuelson / Bergson and the basics of social choice theory, and they know methods how to measure welfare effects due to price changes.

Course content

Pareto efficiency, first fundamental theorem of Welfare Economics, extensions and criticism, social welfare functions, social choice theory, Hicksian measures of welfare changes.

Methods

Lecture based on course reader, exercises

Grading

Active class participation, final examination, re-sit examination (if necessary)

Required reading

Course reader

239307 Feminist Economics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 15:30 - 17:00, room: MT 226/1 from March 14 th to June 27 th , 2017

Lecturer

Prof.ⁱⁿ Doris Weichselbaumer (Johannes Kepler University, Linz)

Course objectives

In this course, students will gain a working knowledge on core themes concerning the effect of gender in the economy. Issues tackled include: models of the household, economics of care and labor market issues (e.g. human capital formation, discrimination).

Main Literature

Blau, Francine, Marianne A. Ferber and Anne Winkler (2013): *The Economics of Women, Men and Work*, Pearson.

Eswaran, Mukesh (2014): *Why Gender Matters in Economics*, Princeton University Press.

239101 Microeconomics II

Course, 2.00 hours, 4.00 ECTS credits, weekly

Monday, March 6, 10:15 – 17:00, room: K 001A
Monday, March 20, 10:15 – 17:00, room: K 001A
Monday, March 27, 10:15 – 17:00, room: K 001A
Monday, April 3, 10:15 – 17:00, room: K 001A
Monday, April 24, 10:15 – 17:00, room: K 001A

Lecturer

Mag. Dr. Leopold Sögner (Johannes Kepler University, Linz)

Contact information

For handing in assignments, questions or problems please contact : soegner@ihs.ac.at

All course information will be made available through KUSSS.

Outline

KS Micro II gives students an overview of the basics of microeconomic theory at the graduate level, in particular of consumer theory, production, partial as well as general equilibrium theory. After the course students should know the main concepts of microeconomic theory enabling them to read economic literature employing these concepts.

Course Organization

Also within these lectures problem sets and theory will be discussed. Online sources like course slides and problem sets will be made available through KussS.

Grading

20 % class room participation, 80% final exam

The final exam is closed book and consists of open questions

Literature

Mas-Colell, A., Whinston, M.D., Green, J.R., *Microeconomic Theory*, Oxford University Press 1995.

Jehle G. A. and P. J. Reny (2011) *Advanced Microeconomic Theory*, Third Edition Pearson Press.

239334 Macroeconomics II

Course, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday, 13:45 – 15:15, room: K 224B from March 8 th to June 28 th , 2017
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Lecturer

Prof. Dr. Michael Landesmann (Johannes Kepler University, Linz)

Course content

Synopsis of the history of macroeconomic theory, intertemporal budget restrictions and transversality conditions, modern macroeconomic theory of consumption, investment theory, the Ramsey model and real business cycle theory, micro-foundations of the new Keynesian macro-economic theory, imperfections on product markets, labour markets, and financial markets; DSGE models in the light of the recent financial crisis; contrasting modern macroeconomic theory with traditional Keynesian and post-Keynesian theory; the effect of monetary

and fiscal policy in closed and open economies; balance of payments restrictions and exchange rate dynamics in the intertemporal context. Debate on the state of macroeconomics in the light of the recent financial and economic crisis.

Course objectives

This course deals with macroeconomic theory at an advanced level. Modern macroeconomic theory is characterised by two features: firstly, it has attempted to bridge the traditional gap between micro and macroeconomic theory. Secondly, it puts the emphasis on the analysis of market failures: in other words, it concentrates on finding out the reasons why there are suboptimal outcomes in the marketplace. Consequently, we will deal with market failures in product markets, labour markets and financial markets as well as interaction between these markets. This will enable us to understand why fluctuations in market economies, unemployment and problematic behaviour by financial institutions (including banking crises and speculative bubbles) can arise. We will also examine the effects of monetary and fiscal policy in such a context. Finally, we will follow the discussion about the impact of the current financial crisis on the development of macro-economic theory.

Literature

D. Romer: Advanced Macroeconomics, McGraw-Hill; Handbook of Monetary Economics, North-Holland; M. Obstfeld and K. Rogoff: Open Economy Macroeconomics; Jodi Gali: Monetary Policy, Inflation, and the Business Cycle: An Introduction to the New Keynesian Framework, MIT Press; W. Carlin and D. Soskice: Macroeconomics: Institutions, Instability, and the Financial System; Oxford University Press; A. Benassy-Quere, B. Coeure, P. Jacquet, J. Pisani-Ferry: Economic Policy, Theory and Practice; Oxford University Press;

239142 Macroeconometrics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday, 10:15 – 11:45, room: T 406/1 from March 8 th to June 28 th , 2017

Lecturer

Dr. Jochen Güntner (Johannes Kepler University, Linz)

Contact information

For handing in assignments, questions or problems please contact: jochen.guentner@jku.at
Homepage: <http://www.econ.jku.at/2653/>

Course Objectives

The aim of this graduate-level course is to introduce students to the concept of time series and their applications in empirical macroeconomics and finance. In order to better understand the dynamic behavior of macroeconomic and financial variables, we set off with a refresher of the theory and solution of first- and higher-order difference equations, before introducing the concept of a likelihood function and Maximum Likelihood (ML) estimation. In what follows, the course covers the specification and estimation of stationary and nonstationary univariate time-series models with homoskedastic and heteroskedastic error terms. Given sufficient time, we will also introduce multivariate time-series models, such as vector-autoregression (VAR) models, and the concept of co-integration. This course is “applied” in the sense that students must solve practical homework assignments that involve coding your own statistical tests and estimation routines. The use of MATLAB or R is recommended. The course is intended for students in the Master program in Economics and students in the Master program in Management and Applied Economics with an interest in applied econometrics. Students with a specialization in finance, statistics, or related fields are also welcome. The course is *not* intended for students at the Bachelor level.

Prerequisites

Participants are expected to have some background in multiple regression analysis, to be familiar with simple statistical concepts, such as correlation and covariation, and know how to use OLS estimation and fundamental statistical testing procedures, such as *t*- and *F*-tests.

Course Content (preliminary)

I. Introduction and Background

1. The Concept of Time Series
2. Difference Equations and their Solution
3. Maximum Likelihood Estimation

II. Univariate Time-Series Models

4. Stationary Time-Series Models
5. Deterministic and Stochastic Trends
6. Modeling Time-Varying Volatility

III. Multivariate Time-Series Models

7. Vector Autoregressive (VAR) Models
8. Cointegration and Vector Error-Correction Models

Literature

The content of this course largely draws on selected chapters of:

- Enders, Walter (2010). *Applied Econometric Time Series*. 3rd edition. John Wiley & Sons.

Other References for Macroeconometrics:

- Favero, Carlo A. (2001). *Applied Macroeconometrics*. Oxford University Press.
- Hamilton, James D. (1994). *Time Series Analysis*. Princeton University Press.
- Lütkepohl, Helmut and Markus Krätzig (2004). *Applied Time Series Econometrics*. Cambridge University Press.
- Lütkepohl, Helmut (2005). *New Introduction to Multiple Time Series Analysis*. Springer.

References for Dynamic Mathematics:

- Chiang, Alpha C. and Kevin Wainwright (2005). *Fundamental Methods of Mathematical Economics*. 4th edition. McGraw Hill.
- Sydsaeter, Knut, Peter Hammond, Atle Seierstad, and Arne Ström (2005). *Further Mathematics for Economic Analysis*. Pearson Education Limited.

General Econometrics References:

- Brooks, Chris (2008). *Introductory Econometrics for Finance*. 2nd edition. Cambridge University Press.
- Davidson, Russell and James G. MacKinnon (1993). *Estimation and Inference in Econometrics*. Oxford University Press.
- Greene, William H. (2008). *Econometric Analysis*. 6th edition. Pearson Prentice Hall.
- Wooldridge, Jeffrey M. (2013). *Introducing Econometrics: A Modern Approach*. 5th edition. South-Western Cengage Learning.

Course Organization

There will be a two-hour (90 minute) lecture every week, except during Easter Break (April 10 – April 22). Part of the lecture time will be used to illustrate practical problems and applications. Course material such as slides, data, and code will be available online through KUSSS.

Grading

This course has 4 ECTS points (= 100 hours). Students are expected to prepare the relevant chapters in Enders (2010) *before* the topics are discussed in class in greater detail. Students are required to solve regular homework assignments that contain both paper-and-pencil derivations and applications using actual or simulated time series (e.g. from Enders, 2010). The final grade will be based on all homework assignments (50%) and a written final exam (50%).

239328 Regulation and Antitrust

Course, 2.00 hours, 4.00 ECTS credits, weekly

Friday, June 9,	10:15 – 13:30,	room: K 269D
Saturday, June 10,	10:15 – 15:15,	room: K 269D
Monday, June 12,	10:15 – 13:30,	room: HF 9901
Monday, June 19,	10:15 – 13:30,	room: HF 9901
Friday, June 23,	10:15 – 13:30,	room: K 269D
Saturday, June 24,	10:15 – 13:30,	room: K 269D
Monday, June 26,	12:00 – 13:30,	room: HS 2, final exam

Lecturer

Prof. Dr. Bernhard Ganglmair (University of Texas at Dallas, USA)

Contact information

For handing in assignments, questions or problems please contact: ganglmair@utdallas.edu

Entry requirements

JKU regular students must have completed the Course and the Intensifying Course “Microeconomics I”, (preferably: Microeconomics II) as well as the Course “Game Theory” (or alternatively the Course “Industrial Organization” or “Competition Economics”).

Course Objective

The objective of the course is to deepen students' understanding of the economics of antitrust and regulation at the graduate level. Emphasis is put on the institutions and the theory of antitrust and regulation. Antitrust/Competition cases are used to see both the theory and the empirics of competition policy in action.

Course Description

This is a course on the economics of antitrust and regulation for students in the master's program. The first part covers the regulation of competition (antitrust economics, competition economics). We start with a discussion of institutions of antitrust and competition policy in both Europe and the United States. Employing models that

allow us to understand the behavior of firms in imperfect competition (monopoly and oligopoly), we study why and how increased market power of a firm affects welfare and familiarize ourselves with methods of defining a market. We then discuss various concerns of antitrust policy (using a number of recent cases from Europe and the United States): cartels and collusion, horizontal and vertical mergers, monopolization and abuse of power, and the role of antitrust in promoting technology and innovation. The second part covers the regulation of firms and industries. We look at the general theory of regulation and natural monopoly and then discuss its application in the electric power, telecommunication, and banking industries.

239130 Advanced Exchange Rate Theory

Course, 2.00 hours, 4.00 ECTS credits, weekly

Friday, 08:30 – 11:45, room: K 033C
 from March 10th to April 28th, 2017
 final exam: Friday, April 28th, 08:30 – 11:45, K 033C

Lecturer

Dr. Nikolaos Antonakakis (University of Economics and Business, Vienna)

Course objectives

This course is part of the Master in Economics program. It is an advanced course on exchange rate theory. Its goal is to provide students with the deep understanding of international monetary economics. The course is intended for students of the Master in Economics, and students of the Master in Management and Applied Economics. Students of other areas of specialization such as finance or other programs who are interested in international economics are highly welcome.

Prerequisites

Background on the topic of international monetary economics at the Bachelor's level is convenient (see the content of the course Balance of Payments and Exchange Rates - Zahlungsbilanz und Devisenmarkt). Some knowledge of Mathematics at an intermediate level and Statistics at an introductory level is a prerequisite for this course. The course is taught in English.

Content

- I. A primer on foreign exchange markets: Exchange rates and empirics
 1. The foreign exchange market: Basic definitions
 2. Covered and uncovered interest parity conditions
 3. The economics of purchasing power parity
- II. International macroeconomic models
 4. The flexible price monetary approach to the exchange rate
 5. The sticky-price monetary model
 6. Currency substitution models and the portfolio balance approach to the exchange rate
 7. The new open economy macroeconomics and exchange rate behavior
 8. The new open economy macroeconomics model: Pricing to market and exchange rate volatility redux
- III. The economics of fixed exchange rates
 9. Target zone models
 10. Speculative attacks and contagion
- IV. The microstructure of exchange rates
 11. The microstructure approach: Order flow analysis
 12. The macroeconomic puzzles

Grading

Before students attend the course, they are asked to study the relevant chapters in the textbook (McDonald, 2007). In class, the material is discussed together thoroughly. Students must work on a seminar paper during the semester, on a topic they agree with the instructor of the subject. The deadline for selecting a topic is March 25, 2015. The seminar papers may be presented in a special session at the end of the semester. A maximum of 40 points from the seminar paper will account for the final grade. Moreover, the quality of the presentation counts. At the end of the semester a final exam (with a maximum of 60 points) will be given. To compute the final grade, the student must obtain a minimum of 40 percent in the final exam. Maximum points in total: 100. The grading scale will be as follows:

Points	Grades	Scale
90-100	Very good	1
77-89	Good	2
64-76	Satisfactory	3
51-63	Adequate	4
0-50	Unsatisfactory	5

References

- [1] McDONALD, R. (2007): Exchange rate economics. Theories and evidence, Abingdon, Oxfordshire: Routledge, second edition.
- Other references:
- [2] BEKAERT, G. and R. HODRICK (2012): International financial management, Upper Saddle River, NJ: Pearson Education, second edition.
- [3] CHIANG, A.C. and K. WAINWRIGHT (2005): Fundamental methods of mathematical economics, Boston: McGraw-Hill, fourth edition.
- [4] COPELAND, L. (2008): Exchange rates and international finance, Harlow, Essex: Pearson Education, fifth edition.
- [5] DE GROOT, M.H. and M.J. SCHERVISH (2002): Probability and statistics, Boston: Pearson Education, fourth edition.
- [6] EVANS, M.D.D. (2011): Exchange rate dynamics, Princeton, NJ: Princeton University Press.
- [7] GREENE, W.H. (2008): Econometric analysis, New Jersey: Prentice Hall, sixth edition.
- [8] KRUGMAN P. and M. OBSTFELD (2008): International economics: Theory and policy, Boston: Pearson Education, eighth edition.
- [9] LUTKEPOHL H. and M. KRATZIG (2004 ed.): Applied time series econometrics, Cambridge: Cambridge University Press.
- [10] LYONS, R.K. (2001): The microstructure approach to exchange rates, Cambridge, Massachusetts: The MIT Press.
- [11] MARK, N.C. (2001): International macroeconomics and finance. Theory and econometric methods, Oxford: Blackwell.
- [12] NEELY, C.J. and L. SARNO (2004): How well do monetary fundamentals forecast exchange rates? The Federal Reserve Bank of St. Louis Review, 84, 51-74.
- [13] OBSTFELD, M. and K.S. ROGOFF (1996): Foundations of international macroeconomics, Cambridge, Massachusetts: The MIT Press.
- [14] REINHART, C. and K.S. ROGOFF (2002): The modern history of exchange rate arrangements: A reinterpretation, NBER working paper No. 8963.
4 Johannes Kepler University, Altenberger Street 69, 4040, Linz, Austria, www.jku.at
- [15] SARNO, L. and M. TAYLOR (2002): The economics of exchange rates, Cambridge: Cambridge University Press.
- [16] SYDSAETER, K. and P.J. HAMMOND (2008): Essential mathematics for economic analysis, Harlow, Essex: Pearson Education, third edition.
- [17] TAVLAS, G., DELLAS, H. and A.C. STOCKMAN (2008): The classification and performance of alternative exchange-rate systems, European Economic Review, 52, 941-963.
- [18] TAYLOR, A.M. and M.P. TAYLOR (2004): The purchasing power parity debate, Journal of Economic Perspectives, 18, 135-158.
- [19] VAN MARREWIJK, C. (2007): International Economics, Oxford: Oxford University Press.
- [20] WOOLDRIDGE, J.M. (2009): Introductory econometrics. A modern approach, Cincinnati: South- Western Cengage Learning, fourth edition.

OTHER COURSES – MASTER LEVEL

232410 + 232409 Current Topics in Web Sciences: Social Media Engagement

Seminar and Tutorial, 2.00 hours, 3.00 ECTS credits, Recommended semester: 3rd and higher,

Wednesday, 10:15 – 11:45, room: HT 177F
from March 8th to June 28th, 2017

Lecturer

Dr. Brian G. Smith (Purdue University, USA)

Contact

bgsmithphd@gmail.com

Entry Requirements

No entry requirements. **All students who register for the Seminar 232410 Current Topics in Web Sciences will automatically be allocated a place in the Tutorial 232409.**

Course aims

- to provide an overview of issues in social media engagement
- to participate in research on social media with students at Purdue University (USA)
- to provide skills in social media research, strategy, and management applicable for professional life
- to encourage critical thinking on social media use through discussions and active participation

Course content

Social media engagement examines the current issues in social media use for society, research, and professional practice. The course is designed to help students learn how to conduct research and manage social media for personal, professional, and academic arenas. Students will have the opportunity to work on social media research projects in conjunction with research being conducted by students at Purdue University, in the United States.

Topics covered include:

- Issues in social media engagement
- Research in social media
- Social media strategy and management for the workplace

Assessment / Examination

▪ Active in-class participation (discussions, quizzes, exercises, feedback)	▪ Presentation in class
▪ Preparation of literature for each session	▪ Written assignment

Full course attendance is required!

Literature

To Be Determined

Changing selection of social media research articles

249145 Special Topics in Finance - Valuation

Intensifying Course, 1.00 hour, 1.50 ECTS credits, weekly

Wednesday, March 22, 08:30 – 12:45, room: ESH 2
Wednesday, March 22, 12:45 – 17:00, room: ESH 1
Friday, March 24, 08:30 – 15:15, room: P 215
final exam: Friday, April 7th, 08:30 – 10:00, HS 15

Lecturer

Guy Parmentier BSc, (Karel de Grote Hogeschool, Antwerp, Belgium)

Entry requirements

Good knowledge in Corporate Finance, Managerial Accounting and interest in firm valuation.

Course objectives

Students will gain a thorough understanding on the concept and issues of approaches to business valuation. Students are able to apply the acquired knowledge in the evaluation of companies.

Course objectives

The course focuses on procedures for the evaluation of companies. Business reviews must be carried out continuously in practice, for example. For projects, investment decisions or M&A-transactions. The review is the basis for decision-making in business.

590000 Lecture: Innovation, Design and Quality for the Circular Economy (M1 – Master Program 1st Year, Doctorate/PhD)

Lecture, 2.00 hours, 4.00 ECTS credits, Spring

Wednesday, 15:30 – 17:00, room: T 406/1 from March 8 th to June 28 th , 2017

Lecturer

Prof. Dr. Erik Hansen (Johannes Kepler University, Linz)

Course objectives

The Circular Economy (CE) is a new vision covering the multiple levels of economies, organizations and individuals (as well as the societies they are embedded in) by addressing several of today's challenges. Such challenges include resource scarceness (e.g. critical materials), environmental pollution and degradation (e.g. climate change, loss of biodiversity, unhealthy products) and the increasing dependency on ever increasing production quantities (and related resource usage) for safeguarding (national) employment levels. The CE proposes a value creation architecture based on material flows circulating either in biological cycles (e.g. biodegradable products) or technical cycles (e.g. reuse, refurbishing, repairing, recycling of products and materials) ultimately aiming at higher resource efficiency, decreased dependency on external inputs and significant increase of regional job opportunities in the service sector (e.g. repair, refurbishing). Furthermore, product sharing (e.g. carsharing) is considered an additional strategy for using existing resources more intensively.

Against this background, this lecture will look at the implications of the CE for product and service development strategies (e.g. design-for-circularity, product take-back strategies), quality design and management (e.g. trade-offs such as lightweight-design vs. reparability; quality criteria for cycled materials and products) and firm's business models (e.g. transformation from product sales to product-service-systems approach).

Each lecture covers an individual component of the CE and bases on scientific publications. This allows students to get an in-depth insight into the current scientific discourse. Additionally practitioner lectures and cases provide for the necessary bridging of theoretical knowledge into practice. As course exam, students are expected to develop a term paper in which they deep dive into one of the CE's issues and analyses related best practices from industry.

Course concept

PART I: FOUNDATIONS OF THE CIRCULAR ECONOMY

- Introduction
- Basic environmental strategies: efficiency, consistency, sufficiency

PART II: LOOPS IN THE CIRCULAR ECONOMY

- Biological and technical cycles (cradle-to-cradle)
- Technical cycles: Reuse, Refurbish, Remanufacture, Recycle (4R)
- Product sharing as means of increased technology utilization

PART III: PRODUCT-SERVICE-SYSTEM DESIGN FOR THE CE

- Circular design I: Life-cycle approach
- Circular design II: Design strategies using the Eco-design Strategy Wheel
- Product-Service Systems and new business models
- Quality and certification systems
- Summary, Outlook, Evaluation results

Next to this more theoretical course, students should register for the "Circular Economy: Practice" course 590007 in the same semester for applying their knowledge in industry settings. These terms are preliminary.

Grading

Term paper in interdisciplinary team

Required reading

Selected publications:

- Ellen MacArthur Foundation (2013): Towards the Circular Economy 1. Economic and business rationale for an accelerated transition.
- Braungart, Michael; McDonough, William A. (2009): Cradle to cradle. Remaking the way we make things. London: Vintage.
- Stahel, Walter R. (2010): The performance economy. 2. Aufl. Basingstoke, England, New York: Palgrave Macmillan.
- United Nations Environment Programme (UNEP); Delft University of Technology (TU Delft) (2009): Design for Sustainability. A Step-by-Step Approach. Paris, France.

590007 IK: Circular Economy: Practice (M1 – Master Program 1st Year, Doctorate/PhD)

Intensifying Course, 2.00 hours, 3.00 ECTS credits, Fall and Spring

Wednesday, 17:15 – 18:45, room: T 406/1 from March 8 th to June 21 th , 2017

Lecturer

Prof. Dr. Erik Hansen (Johannes Kepler University, Linz)

Course objectives

The Circular Economy (CE) is a new vision covering the multiple levels of economies, organizations and individuals (as well as the societies they are embedded in) by addressing several of today's challenges. Such challenges include resource scarceness (e.g. critical materials), environmental pollution and degradation (e.g. climate change, loss of biodiversity, unhealthy products) and the increasing dependency on ever increasing production quantities (and related resource usage) for safeguarding (national) employment levels. The CE proposes a value creation architecture based on material flows circulating either in biological cycles (e.g. biodegradable products) or technical cycles (e.g. reuse, refurbishing, repairing, recycling of products and materials) ultimately aiming at higher resource efficiency, decreased dependency on external inputs and significant increase of regional job opportunities in the service sector (e.g. repair, refurbishing). Furthermore, product sharing (e.g. carsharing) is considered an additional strategy for using existing resources more intensively.

Course concept

This course can only be selected together with the main Lecture Innovation, Design and Quality for the Circular Economy (VO)

Grading

Term paper in interdisciplinary team

Required reading

Selected publications:

- Ellen MacArthur Foundation (2013): Towards the Circular Economy 1. Economic and business rationale for an accelerated transition.
- Braungart, Michael; McDonough, William A. (2009): Cradle to cradle. Remaking the way we make things. London: Vintage.
- Stahel, Walter R. (2010): The performance economy. 2. Aufl. Basingstoke, England, New York: Palgrave Macmillan.
- United Nations Environment Programme (UNEP); Delft University of Technology (TU Delft) (2009): Design for Sustainability. A Step-by-Step Approach. Paris, France.

590006 Integrated Quality Design: Project (M1 – Master Program 1st Year)

Project Studies, 2.00 hours, 4.00 ECTS credits, Spring

Thursday, March 9,	15:30 – 17:00,	room: IQD-LAB, Introduction
Wednesday, March 15,	10:00 – 17:00,	room: Quality Austria Forum, Salzburg
Wednesday, March 22,	15:30 – 18:00,	room: IQD-LAB, Kick-off
Thursday, April 6,	15:30 – 17:00,	room: to be announced, Coaching Initial
Thursday, April 27,	15:30 – 17:00,	room: to be announced
Thursday, May 18,	15:30 – 17:00,	room: to be announced, Coaching Mid Term
Friday, June 9,	15:30 – 17:00,	room: to be announced, Coaching Final
Wednesday, June 21,	15:00 – 21:00,	room: IQD-LAB, final presentation

Lecturer

Prof. Dr. Erik Hansen, Julia Schmitt MSc, Andres Alcayaga MS (Johannes Kepler University, Linz)

Course objectives

Small teams of 2-4 Master level students – from social sciences and engineering background work on current practice challenges and hot topics at the intersection of quality, sustainability and innovation management. They elaborate the status quo of the challenge at hand and present solutions (e.g. informed by practices in industry as well as practice-oriented and scientific literature) to our corporate partner Quality Austria, a service provider offering certification and training to major companies across all industries in Austria as well as in many international destinations.

The ultimate goal is to develop a new training service for Quality Austria intended at enabling practitioners from industry to understand, analyze and respond to the challenge in focus.

Course concept

The teams analyze the meaning of the concepts Smart Products, Materials Circularity, Beyond Obsolescence or Product-as-service and how these trends affect corporate product development. Based on this, they develop a guideline of a new service ("Innovation Audit") on the respective innovation trend for our corporate partner Quality Austria. The aim of the Innovation Audit is to support companies in the development of new products and services by unearthing the gap between current capabilities and processes and those supporting innovation. Thus, the teams gain deep practical insights into service development and latest innovation trends.

Grading

Grading will be based on the following aspects:

- Presentation
- Project report
- Attendance

Required reading

Practitioner and Scientific Literature

238231 Advanced Statistical Inference

Lecture, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday,	13:45 – 15:15,	room: S2 Z74
from March 8 th to June 28 th , 2017		

Lecturer

Prof. Dr. Werner Müller (Johannes Kepler University, Linz)

Course Objectives

Knowledge of concepts and results in Mathematical Statistics

Subject

- Asymptotic evaluations:
Convergence concepts, central limit theorem, consistency, the delta method, asymptotic efficiency
- Generating a random sample: direct and indirect methods, accept-reject, MCMC, bootstrapping
- Robustness: break point, M-estimator, influence function
- Asymptotic tests: Wald, Lagrange multiplier, Chi-square
- Confidence intervals: pivots, pivoting the cdf, asymptotic intervals
- Decision theory: loss function, risk function, Bayes risk
- Copulas

Criteria for Evaluation

Exam

Methods

Lecture

Study Material

Casella G. and Berger R.L. (2010). Statistical Inference.

238232 Advanced Statistical Inference

Tutorial, 2.00 hours, 6.00 ECTS credits, weekly

Wednesday,	10:15 – 11:45,	room: S2 Z74
from March 8 th to June 28 th , 2017		

Lecturer

Prof. Dr. Werner Müller (Johannes Kepler University, Linz)

Entry requirements

The tutorial is intended to be a complementary course to the lecture "Advanced Statistical Inference". It aims particularly at developing practical skills while the lecture's focus lies on theory. It should only be attended together with the lecture.

Subject

- Asymptotic evaluations:
Convergence concepts, central limit theorem, consistency, the delta method, asymptotic efficiency
- Generating a random sample: direct and indirect methods, accept-reject, MCMC, bootstrapping
- Robustness: break point, M-estimator, influence function
- Asymptotic tests: Wald, Lagrange multiplier, Chi-square

- Confidence intervals: pivots, pivoting the cdf, asymptotic intervals
- Decision theory: loss function, risk function, Bayes risk
- Copulas

Criteria for Evaluation

Exam

Study Material

Casella G. and Berger R.L. (2010). Statistical Inference.

238233 Experimental Design – Optimal Design of Statistical Experiments

Combined Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday,	12:00 – 13:30,	room: S2 054
from March 7 th to June 27 th , 2017		

Lecturer

Prof. Dr. Milan Stehlik (Comenius University, Bratislava)

Course Objectives

By having this course the student should be able to:

- Describe the phenomena of optimal design using the basic concepts of probability and statistics
- Model phenomena of a random nature from the fields of science and medicine.

General Topics

- Optimal design for time series estimation
- Optimal design for estimation/prediction of parameters of correlated processes
- Optimal design for estimation/prediction of parameters of linear model
- Optimal design for estimation/prediction of parameters of non-linear model

Specific Topics

- Global criteria of optimality
- Elfving set
- Sufficient and necessary conditions
- Algorithms
- Local criteria of optimality

References

Optimum experimental designs. A. C. Atkinson, A. N. Donev and R. D. Tobias, with SAS Oxford University Press, Oxford, 2007

238234 Statistical Learning

Combined Course, 2.00 hours, 4.00 ECTS credits, weekly

Monday,	08:30 – 10:00,	room: S2 Z74
from March 6 th to June 26 th , 2017		

Lecturer

DI Dr Helmut Waldl (Johannes Kepler University, Linz)

Entry requirements

Profound knowledge of probability theory and mathematical statistics (i.e. the course should be taken towards the end of the Master program).

Course Objectives

Students are familiar with methods for supervised and unsupervised learning

Course Content

classification methods, regression and classification methods, discriminant analysis, regression trees, boosting, association rules, cluster analysis, principle component regression, spectral clustering

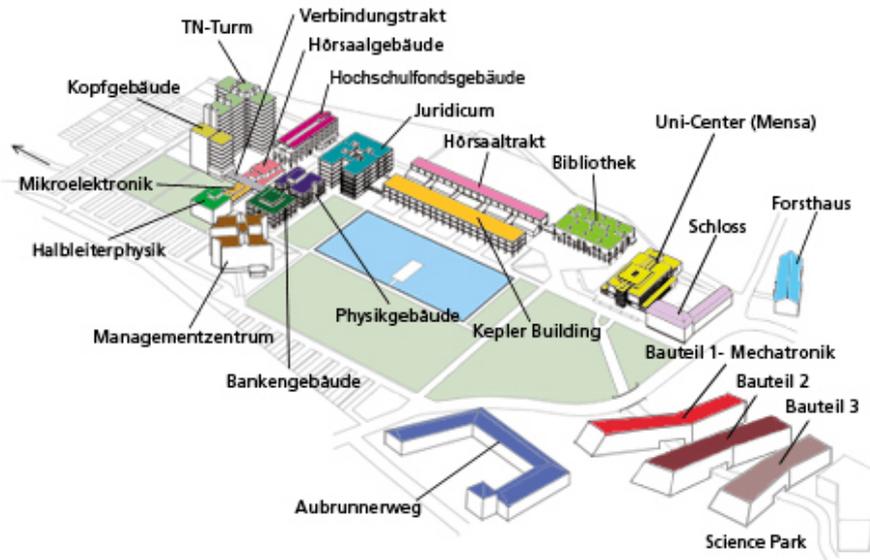
Assessment

home exercises and written exam

Required reading

Hastie T., Tibshirani R. and Friedman J. (2009). The elements of statistical learning.

Map of JKU Campus



Auditoriums (Hörsaal – HS):

HS 1-7:	Keplergebäude (K)
HS 8:	Physikgebäude (P)
HS 9 & 10:	Hörsaalgebäude (HG)
HS 11-14:	TNF-Turm (T)
HS 15-17:	Managementzentrum (MZ)
HS 18 & 19:	Science Park (Bauteil 3)

Abbreviation of Buildings:

B	Bibliothek
BA	Bankengebäude
ESH	ESH-Heim, Julius-Raab-Str. 1-3
F	Freistädterstraße
HA	Hagenberg
HF	Hochschulfonds-Gebäude
HG	Hörsaalgebäude
HP	Halbleiterphysik
HT	Hörsaaltrakt (in Keplergebäude)
J	Juridicum
K	Keplergebäude
KEP	Johannes Kepler Heim, Altenbergerstraße 74
KG	Kopfgebäude
KHG	Katholische Hochschulgemeinde, Mengerstraße 23
MI	Mikroelektronik
MT	Mechatronik Gebäude - Science Park
MZ	Managementzentrum
PE	Petrinum
P	Physikgebäude
RAAB	RAAB-Heim, Julius-Raab-Str. 10
S2	Science Park Bauteil 2
S3	Science Park Bauteil 3
T	TNF-Turm
UC	Uni-Center
USI	Universitätssportinstitut
VE	VOEST BG 01
W	Welserstraße
WO	Wolfauerstraße