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Important
Because there might be changes to the schedule, please check KUSSS regularly.
Teachers may send out emails, therefore, please ensure that your email address in the
KUSSS-system is one that you are checking on a regular basis.
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<td>Comparative Social Policy</td>
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<td>547K02</td>
<td>Culture and Language Policies in the EU</td>
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<td>547K01</td>
<td>The Impact of Religions and Value Systems on European Cultures</td>
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<tr>
<td>231201</td>
<td>Paradigms and Current Trends of Sociological Thought II</td>
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<td>229211</td>
<td>Political and Economic Developments in Europe</td>
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<td>231110</td>
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<td>Work Psychology</td>
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<th>General Management Competence</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>241033 Master Course Dimensions of Marketing Theory and Managerial Application</td>
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<td>266010 Master Course Organization</td>
</tr>
<tr>
<td>267014 Master Course Advances in Strategic Change and Learning</td>
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<tr>
<td>282016 Master Course Managerial Accounting</td>
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<td>250047 Master Course Financial Accounting</td>
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<table>
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<tbody>
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<td>269061 Master Course Dimensions of Globalization</td>
</tr>
<tr>
<td>269062 Master Course Globalization: Strategic Perspectives</td>
</tr>
<tr>
<td>236034 Master Seminar Globalization: Sociological Perspectives</td>
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<table>
<thead>
<tr>
<th>Leadership Challenge Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>266013 Master Course Dimensions of Innovation</td>
</tr>
<tr>
<td>241011 Master Seminar Innovation: Marketing Perspectives</td>
</tr>
<tr>
<td>266001 Master Seminar Innovation: Organizational Perspectives</td>
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<table>
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<th>Leadership Challenge Sustainability</th>
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<tbody>
<tr>
<td>234124 Master Seminar Sustainability: Environmental Controlling &amp; Quality Management Perspectives</td>
</tr>
<tr>
<td>234006 Master Seminar Sustainability: Environmental Cooperation &amp; Networking Perspectives</td>
</tr>
<tr>
<td>269063 Master Seminar Sustainability: Strategic Management Perspective</td>
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<table>
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<tr>
<th>Specialized Management Competence - Module Marketing &amp; International Marketing 1</th>
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<tbody>
<tr>
<td>241041 Master Seminar Advanced Topics in International Marketing</td>
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<tr>
<td>241039 Master Seminar Applied International Marketing</td>
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<tr>
<td>241040 Master Seminar Advanced Topics in B2B-Marketing</td>
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<tr>
<td>266204 Master Seminar Advanced Topics in Organization: Literature and Practice</td>
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<table>
<thead>
<tr>
<th>Specialized Management Competence - Module Human Resource Management &amp; Organization 2</th>
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<tbody>
<tr>
<td>267015 Master Seminar Leaders, Groups, and their Organizational Environment</td>
</tr>
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<table>
<thead>
<tr>
<th>Specialized Management Competence - Module Global Strategic Management 2</th>
</tr>
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BUSINESS COURSES – BACHELOR LEVEL

Institute of International Management

247051, 247052, 247053 Managing People and Organizations
Intensive Course, 1.00 hours, 2.00 ECTS credits, intensive sessions

Mandatory kick-off meeting for all three MPO-IKs (247.051, 247.052, and 247.053)
Monday, March 11, 12.45 – 13.30 room: HS 3

Main course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Lecturer</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>247051</td>
<td>Dr. Grégory Bartel, MBA</td>
<td>Monday, June 17, 11.00 – 16:15</td>
<td>K 034D</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tuesday, June 18, 09.15 – 13.30</td>
<td>KEP 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monday, June 24, 11.00 – 16.15</td>
<td>K 034D</td>
</tr>
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or

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<thead>
<tr>
<th>Course</th>
<th>Lecturer</th>
<th>Time</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>247052</td>
<td>Edith Juhász, MSc</td>
<td>Friday, March 29, 09.15 – 17.00</td>
<td>BA 9910</td>
</tr>
<tr>
<td></td>
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<td>Saturday, March 30, 09.15 – 17.00</td>
<td>BA 9910</td>
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or

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<th>Course</th>
<th>Lecturer</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>247053</td>
<td>Edith Juhász, MSc</td>
<td>Friday, June 14, 09.15 – 17.00</td>
<td>T 405</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday, June 15, 09.15 – 17.00</td>
<td>T 405</td>
</tr>
</tbody>
</table>

Lecturers
Dr. Grégory Bartel, MBA, Edit Juhász, MSc (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 Department of International Management secretary (office_iim@jku.at) with attention to the IK-Coordinator, Prof. Dr.in Erna Szabo: erna.szabo@jku.at. For technical questions from the beginning of the semester, directly contact the course instructors: edit.juhasz@jku.at or gregory-bartel@jku.at

Overview
The module "Managing People and Organizations" consists of a weekly course (held in German) and an intensive course (IK). It provides an introduction to the scientific foundations of personnel and company management with respect to General Management. It is addressed to students who aim to take on a future leadership role that will encompass management responsibilities over: projects, teams, or companies and for people and tasks.
Companies are complex systems encompassed by different types of work in which different individuals (individually or in teams) fulfil different tasks, depend on each other and therefore are able to achieve results which exceed the sum of its parts. Management is understood as a cross-section, which is based on the optimal design of such systems.
The intensive course focuses on the interpersonal competence necessary in the working world. You will be given the possibility to combine knowledge acquisition with experienced learners, practical situations through simulations, and scientific theory.
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
- To recognize the importance of culture and/or cultural differences when living together and in cooperation in organizations.
- To have a basic understanding for groups, their development and in related processes.
- To be able to integrate this knowledge into your personal experiences, independently and in group situations, and intercultural interactions.
Course Structure
The IK with focus on “intercultural cooperation” consists of two or three blocks where topics of general work in teams will be introduced. The course is organized by a specialist for this subject area and is held in English. The IK consists of scientific theory, practical training through simulations and knowledge acquisition combined with behaviour-oriented experiences.

Course Preparation
Following book chapters will be made available online on the Moodle course website:

Students are expected to read the texts before preparing the pre-class-assignments, which will be introduced in the kick-off meeting. The kick-off meeting is the first, mandatory session of every MPO-IK (247.051, 247.052, and 247.053).

Attendance and Assessment
To complete the IK with a positive grade, students must be present for the whole duration of all blocked sessions. The performance assessment includes the pre-assignments to be prepared and submitted from the preparatory literature, preparation for the IK by completing the interview with a person of another cultural origin, a written group work after the second blocked session and a final reflection paper. Details will be sent to you in time before the start of the IK in the form of a study guide on the Moodle course website.

Grading
To complete the IK with a positive grade, the following is required:
• positive assessment the written preparation
• full attendance and cooperation at all blocked sessions
• positive assessment of written group work
• and positive assessment for the reflection paper
The arithmetic mean of the individual grades gives your overall grade for the IK. Late submission of documents as well as insufficient cooperation leads to a lower grade. For organizational reasons, the grades will be issued at the end of the semester, regardless of the actual date of the IK.

Additional Information
In contrast to the course, the maximum number of participants in the intensive course is 40. Therefore, depending on the number of applications per semester, a total of 7-8 IKs will be offered in parallel; 2-3 of them will be offered with the focus on “intercultural cooperation.”

For administrative questions, please contact the Department of International Management secretary with attention to the IK-Coordinator, Prof. Dr.in Erna Szabo: erna.szabo@jku.at. For technical questions after the beginning of the semester, directly contact the course instructors: Grégory Bartel: gregory.bartel@jku.at for the course 247.051, and Edit Juhász: edit.juhasz@jku.at for the courses 247.052 and 247.053.

247005 International Business
Course, 2.00 hours, 4.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Lecturer</th>
</tr>
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<tbody>
<tr>
<td>Monday, March 4</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
<td></td>
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<tr>
<td>Monday, March 11</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
<td></td>
</tr>
<tr>
<td>Monday, March 18</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
<td></td>
</tr>
<tr>
<td>Monday, March 25</td>
<td>13:45 – 17:00</td>
<td>MT 226</td>
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<tr>
<td>Monday, April 1</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
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<tr>
<td>Monday, April 8</td>
<td>13:45 – 15:15</td>
<td>HS 9</td>
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</tr>
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</table>

Lecturers
Dr. Grégory Bartel and Dr. Almina Besic, both from Johannes Kepler University.

Contact
For handing in assignments, please submit via the Moodle course website. For questions please contact gregory.bartel@jku.at.

Entry requirements
The course is open to international students.

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

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 of current events is used to introduce students to the international business environment with its challenges, risks and opportunities. 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.

Attendance
Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Assessment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Group</td>
<td>Case Study Analysis (20 % each)</td>
<td>40 %</td>
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<tr>
<td>Individual</td>
<td>Short Tests (10 % each)</td>
<td>20 %</td>
</tr>
<tr>
<td>Individual</td>
<td>Final Exam</td>
<td>40 %</td>
</tr>
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</table>

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)

Course Preparation
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 accessed on the Moodle course website prior to the beginning of the course. Please note that there are preparatory readings already for the first course session.

Additional Information
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.

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**247004 International Market Entry**
Intensifying Course, 2.00 hours, 4.00 ECTS credits, intensive sessions

| Monday, May 6, | 13:45 – 17:00, room: K 001A |
| Monday, May 13, | 13:45 – 17:00, room: K 001A |
| Monday, May 20, | 10:15 – 17:00, room: K 034D |
| Monday, May 27, | 13:45 – 17:00, room: K 001A |

Lecturer
Edit Juhász, MSc, (Johannes Kepler University, Linz)

Contact
For handing in assignments, questions or problems please contact: edit.juhasz@jku.at

Entry requirements
Successful completion of the course “International Business” (or an equivalent course taken at the home university). In case you have not taken “International Business” at JKU, but have taken an equivalent at your home university, please provide the necessary information at the latest one week before the start of the course to office_iim@jku.at.
Course Objectives
At the end of this course, students should be able:
  - To gain insight into the internationalization process of companies
  - To understand and evaluate process 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
The course is comprised of 4 sessions. International Market Entry is an integrating module 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, a case study, a simulation, group work and in class discussions. As learning occurs through class discussions, attendance of all lectures is expected for their whole duration. Active in-class participation in the discussions and group exercises are essential for you to get the full value from the class.

The course content guides you through the importance of corporate governance throughout international market entries and the different market entry strategies. Furthermore, it introduces you to the evolution of internationalization processes of MNCs, and sheds light on the different market entry modes appropriate for SMEs. Last but not least, the whole day simulation will enable you to experience the impact of your decisions in a highly complex international environment while managing foreign market entries of a virtual firm.

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Assessment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Group</td>
<td>Case Study Analysis (1 case)</td>
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<tr>
<td>Group</td>
<td>Strategy for expansion</td>
<td>10%</td>
</tr>
<tr>
<td>Group</td>
<td>Simulation Outcome</td>
<td>10%</td>
</tr>
<tr>
<td>Group</td>
<td>Simulation Report</td>
<td>10%</td>
</tr>
<tr>
<td>Individual</td>
<td>Written Exam</td>
<td>60%</td>
</tr>
<tr>
<td>Maximum</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

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

Class participation
Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If you have scheduling conflicts, you must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

Readings
In order to prepare for the course, students need to do the pre-course reading (except for the first session), which provides a necessary foundation for the simulation. All reading material can be found on Moodle. It is obligatory for all students to buy the license for the simulation on the first day of class. Texts applicable to each session should be read before the session.

247009 Cross Cultural Management
Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
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<th>Room</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Thursday, March 7</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Introduction to Culture</td>
</tr>
<tr>
<td>Thursday, March 21</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Cultural Dimensions</td>
</tr>
<tr>
<td>Thursday, March 28</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Cross-Cultural Communication and Negotiation</td>
</tr>
<tr>
<td>Thursday, April 4</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Cultural Acculturation and Adaptation</td>
</tr>
<tr>
<td>Thursday, May 16</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Multicultural Teams and Cross-cultural Conflict</td>
</tr>
<tr>
<td>Thursday, May 23</td>
<td>8:30 – 11:45</td>
<td>K 009D</td>
<td>Intercultural Exposure and Experiences</td>
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</tbody>
</table>

Lecturer
Mag. Sonja Holm, MSc (Johannes Kepler University)
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, e.g., 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; cultural dimensions; cross-cultural communication and negotiation; cultural adaptation and acculturation; leadership, multicultural teams and cross-cultural conflict; intercultural exposure and experiences.

The course includes six thematic sessions. Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Any missed graded component in the respective session will result in a negative grade.

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:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points (Number of Graded Components)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three short tests (the best 2 count toward the final grade)</td>
<td>40 points (2 each)</td>
</tr>
<tr>
<td>Two reflective essays</td>
<td>40 points (2 each)</td>
</tr>
<tr>
<td>Class participation</td>
<td>20 points</td>
</tr>
</tbody>
</table>

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):
Three times during the course, students write a short test (see time table). Each test consists of one question, which is based on the preparatory literature of that or the previous session. Duration is 15 minutes. The best two tests count for the final grade.

Reflective essays (20 points each):
Students write two individual essays (see time table). 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.

Further information
All readings are available in Moodle in the form of PDFs. Points and grades will be posted in Moodle as well. Please also hand in your reflective essays via Moodle.

247010 Cross Cultural Management
Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, March 7</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Thursday, March 14</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Thursday, March 21</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Thursday, March 28</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Thursday, April 4</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Thursday, May 9</td>
<td>13:45 – 17.00</td>
<td>HF 9901</td>
</tr>
</tbody>
</table>

Lecturer
Edit Juhász, MSc (Johannes Kepler University)

Entry requirements
This course is open to international students without further requirements.
Course Objectives
The goal of this course is to sensitize you 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 of Requirements
The course covers the following topics: Introduction to culture; cultural dimensions; cross-cultural communication and negotiation; cultural adaptation and acculturation; leadership, multicultural teams and cross-cultural conflicts; intercultural exposure and experience.

The course takes place from March to May 2019 and includes six thematic sessions. You are expected to attend all sessions, and stay for the whole duration of each session. Students who do not attend 80% of the total class time will automatically receive negative grade. If you have scheduling conflicts, you must notify the lecturer (Edit Juhász) at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused.

Consequently, any missed graded component in the respective session will result in a negative grade.

Cross-cultural management is best learned in practice. Therefore, the course design is very interactive and builds on the cross-cultural composition of the class as best as possible. Be prepared to bring your personal experience to class and share it with your classmates. Reading the required texts prior to the lecture is highly recommended for the sufficient contribution in class.

Additionally, issues of

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three short tests (the best 2 count for the final grade)</td>
<td>40 points (20 each)</td>
</tr>
<tr>
<td>One/two individual assignments</td>
<td>40 points (20 written, 20 presentation)</td>
</tr>
<tr>
<td>Class participation</td>
<td>20 points</td>
</tr>
</tbody>
</table>

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):
Three times during the course, a short test takes place. Each test is based on the preparatory literature of that or the previous session. Out of three tests, the two bests count. Duration 15 minutes.

Individual assignment (20 points each):
Concerning individual assignments you have two options:
A, Writing two reflective essays – each about 1000 words (+/- 10%). A reflective essay should ideally combine and integrate your personal opinion/experience with what you read and learnt in preparation for the session of that particular week. Both essays count equally for the final grade.

OR
B, Writing one essay – about 2000 words (+/- 10%) words. For this assignment you choose preferably a paper, OR a short movie, OR an advertisement and you deconstruct, interpret and analyze the message of the chosen material with the reference to the required readings.

For both assignment you will receive preparation in class.

Class participation (20 points):
The multicultural composition of the student body allows for cross-cultural learning from each other. Therefore, you are encouraged to actively participate in class discussions and bring in your opinions as well as your expertise related to your own culture and cross cultural topics in general. Therefore, it is rewarded with the participation component of your grade.

Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If you have scheduling conflicts, you must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.
**247006, 247999 Current Issues in International Management**

**Organization and Management of Multinational Enterprises**

Seminar, 2.00 hours, 3.00 ECTS credits, weekly course

<table>
<thead>
<tr>
<th>247006</th>
<th>Dr. Grégory Bartel, MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 12:00 – 13:30, room: HF 9905</td>
<td></td>
</tr>
<tr>
<td>From March 5th to May 28th, 2019</td>
<td></td>
</tr>
</tbody>
</table>

or

<table>
<thead>
<tr>
<th>247999</th>
<th>Dr. Grégory Bartel, MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 8:30 – 10:00, room: HF 9904</td>
<td></td>
</tr>
<tr>
<td>From March 5th to May 28th, 2019</td>
<td></td>
</tr>
</tbody>
</table>

**Lecturer**

Dr. Grégory Bartel (Johannes Kepler University, Linz)

**Entry requirements**

Successful completion of the course “International Business” (or an equivalent course taken at the home university). In case you have not taken “International Business” at JKU, but have taken an equivalent at your home university, please provide the necessary information at the latest one week before the start of the course to office_iim@jku.at.

**Contact**

For handing in assignments please access the Moodle course website.
For questions please contact: gregory.bartel@jku.at.

**Course content**

Organizational structure, matrix organization, coordinating mechanisms, trust and control, post-merger integration; strategic alliances; knowledge management, emerging market companies, SMEs

**Course objectives**

At the end of this course, students should be able to:

- Understand the nature of globalization, and how MNCs operate globally
- Develop a critical understanding of selected current international management issues
- Develop advanced theoretical and practical knowledge of contemporary international management issues
- Develop skills in sourcing and using relevant data to present information in an effective and valuable manner

**Course Structure**

- Mix: theory input lectures, small group discussions, plenary discussions, group presentations
- Learning Groups: groups will be established at the beginning of the semester. They will facilitate small discussion groups during class time and will work together on a seminar paper and presentation.
- Short Test: there will be an unannounced short test during one of the input sessions. Students will be tested on all material up to and including the session in question.
- Exam: there will be one exam in this course. The exam will be after the theory input sessions and will cover the texts in the reading package, class lectures and class discussions.
- Seminar Paper: groups will work on a paper. It will highlight/focus on a current theoretical or practical topic in international management. In addition to the reading package the theory will refer to literature which needs to be searched and investigated on your own.

**Class Participation and Attendance**

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 and display an open, motivated and constructive mindset.

**Attendance is expected for the entirety of all class sessions.** Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

**Course Preparation**

In order to prepare for the course, a reading package will be made available online on the Moodle course website. **Students are expected to read the texts for each session in advance.**

**Assessment and Grading**

<table>
<thead>
<tr>
<th>Level</th>
<th>Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>Short Test</td>
<td>10</td>
</tr>
<tr>
<td>Individual</td>
<td>Exam</td>
<td>40</td>
</tr>
<tr>
<td>Group</td>
<td>Seminar Paper</td>
<td>30</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>Group</td>
<td>Presentation</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Maximum points:</td>
<td>100</td>
</tr>
</tbody>
</table>

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)

**247033 Special Topics in International Management – International Negotiations**

Intensifying Course, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, April 8</td>
<td>08:30 – 11:45</td>
<td>KHG 1</td>
<td>Introduction and Input Basic Negotiations; meeting held by Prof. Auer-Rizzi, Reading Package (Part I) handed out</td>
</tr>
<tr>
<td>Monday, April 29</td>
<td>08:30 – 10:00</td>
<td>K 033C</td>
<td>Mid-term Exam</td>
</tr>
<tr>
<td>Monday, May 6</td>
<td>08:30 – 11:45</td>
<td>K 033C</td>
<td>Input International Negotiations</td>
</tr>
<tr>
<td>Wednesday, May 8</td>
<td>08:30 – 11:45</td>
<td>K 034D</td>
<td>FINS Preparation, Reading Package (Part II) handed out</td>
</tr>
<tr>
<td>Wednesday, May 15</td>
<td>08:30 – 11:45</td>
<td>K 033C</td>
<td>FINS Consultations, (no regular course session; groups meet with Prof. Elangovan within this time frame)</td>
</tr>
<tr>
<td>Friday, May 17</td>
<td>08:00 – 22:00</td>
<td>KHG 1</td>
<td>FINS Exercise (Full attendance mandatory!)</td>
</tr>
<tr>
<td>Wednesday, May 22</td>
<td>08:00 – 11:45</td>
<td>K 033C</td>
<td>FINS Presentations, Debriefing, Conclusion</td>
</tr>
</tbody>
</table>

**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 1st 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.

Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

**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**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term Exam</td>
<td>15</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10</td>
</tr>
<tr>
<td>Participation – FINS Exercise</td>
<td>20</td>
</tr>
<tr>
<td>Group Report</td>
<td>40</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>15</td>
</tr>
<tr>
<td>Overall</td>
<td>100</td>
</tr>
</tbody>
</table>

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)


b) Selected articles
2) “Negotiating Globally” by Nancy Adler.
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

or

Institute of Management Accounting

**282209 Management Control Systems**
Intensive Course, 2.00 hours, 3.00 ECTS credits

| Wednesday, 13:45 – 15:15 (17:00) | March 6th to June 26th, 2019 | room: HF 9904 |

**Lecturer**
MMag. Judith Frei, Mag. Johannes Slacik, (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 courses in “Accounting”, 2 ECTS and “Cost Accounting”, 2 ECTS or “Cost Management”, 2 ECTS.

**Course objectives**
In this course the participants learn about Management Control Systems, especially how to use, design and evaluate MCS and what are the different components of a MCS in Profit- and Nonprofit Organization; Students work independently on different topics. They work in groups and present the results in context of a course unit.

**Course content**
Definition of MCS and theoretical framework, How to use, design and evaluate MCS, Expending students’ knowledge about different parts of MCS, especially Performance Measurement, Corporate Governance and situational influences on management, Differences and similarities of MCS in PO and NPO

**Assessment**
Homework
50% of final grade (60 points)
Employee motivation (6 points)
2 Case Studies (10 points each)
2 analysed papers (17 points each)
In-class discussion and exam relevance
Exam
50% of final grade (60 points)

**Required Readings:**
266031 Financing Cultural Events
Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, March 14</td>
<td>8:30 – 13:30</td>
<td>ESH 3</td>
</tr>
<tr>
<td>Thursday, May 9</td>
<td>8:30 – 13:30</td>
<td>T 406</td>
</tr>
<tr>
<td>Wednesday, May 15</td>
<td>12:00 – 17:00</td>
<td>ESH 3</td>
</tr>
<tr>
<td>Thursday, May 23</td>
<td>8:30 – 13:30</td>
<td>K 012D</td>
</tr>
<tr>
<td>Wednesday, May 29</td>
<td>8:30 – 13:30</td>
<td>K 009D</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 08:30 – 10:00</td>
<td>room: MZ 003B</td>
<td></td>
</tr>
<tr>
<td>March 5th to June 25th</td>
<td>2019</td>
<td></td>
</tr>
</tbody>
</table>

**Lecturer**
Mag. 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
266015 Organization and Innovation
Course, 2.00 hours, 5.00 ECTS credits, recommended semester: 3rd and higher

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 6</td>
<td>12:00 – 15:15</td>
<td>room: K 269D</td>
</tr>
<tr>
<td>Wednesday, March 20</td>
<td>12:00 – 15:15</td>
<td>room: K 269D</td>
</tr>
<tr>
<td>Wednesday, April 3</td>
<td>12:00 – 15:15</td>
<td>room: K 269D</td>
</tr>
<tr>
<td>Wednesday, April 10</td>
<td>12:00 – 15:15</td>
<td>room: K 269D</td>
</tr>
<tr>
<td>Wednesday, May 8</td>
<td>12:00 – 15:15</td>
<td>room: K 269D</td>
</tr>
<tr>
<td>Wednesday, May 22</td>
<td>12:00 – 13:30</td>
<td>room: K 269D, Exam</td>
</tr>
</tbody>
</table>

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

Contact
All correspondence is to be directed to "institut.org@jku.at" where your questions will be dealt with by the secretaries Ms Binder and Ms Shekawat. Otherwise, emails may not receive an answer.

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 main challenges for innovation and organizational change
- Learn about core models of organizational creativity and 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 contents
The course is structured into a series of 5 modules and an exam. Each module will consist of a variety of teaching methods, including lectures, case discussions and student presentations.

Course assessment
1. Exam (50%): an exam consisting of single choice and open questions based on the textbook and the presentation articles will be held at the end. You must pass the exam with at least 50% of the points in order to pass the course. The exam can be retaken every semester.
2. Student presentations (25%): Students will be divided into groups. Each group is responsible for presenting a paper or case. Main questions to be addressed in presentations:
   - What is the main argument of the article?
   - Which theories does the article draw on?
   - (If applicable) Which empirical setting was examined and how?
   - Which insights does the article add to those contained in the textbook?
   - Are the findings of the article complementary or contradictory to what is said in the textbook?
3. Class participation and feedback (25%): Each student is required to fill in a feedback questionnaire for each presentation during the class and give constructive feedback to each presentation group. Likewise, students are expected to actively participate in case and class discussions and come prepared.

Class regulations
- Attendance is not mandatory but will be sanctioned through a lower class participation grade. With a good participation grade you are able to improve your exam grade by one step!
- According to JKU guidelines, students can deregister themselves from this course during the first 20% of the time. Afterwards, students will receive a grade 5 if they discontinue their attendance.

Readings
266027 Management Skills: Creative Abilities
Course, 2.00 hours, 3.00 ECTS credits, recommended semester: 3rd and higher

Friday, March 22, 10:15 – 18:00, room: BA 9907
Friday, April 12, 10:15 – 18:00, room: KEP 1, (see KUSSS)
Wednesday, June 19, 10:15 – 18:00, room: ESH 2, (see KUSSS)

Lecturer
DI Thomas Fundneider, MBA (CEO, theLivingCore)

Context
Research on creative behavior shows that skills for creative problem solving are not something given (i.e. based on genetics), but something that one can learn. Studying twins indicates that different environments and experiences are the main factors responsible for varying performance scores regarding creative abilities. If this holds true, the question becomes how to improve one’s own skills regarding knowledge generation, creativity and innovation. Exploring this question on an individual level and exposing students to new experiences – facilitated and coached by the lecturer – are the core elements of this course. This course has two streams: (1) in presence/online dates, the lecturer will facilitate and coach the students regarding the goals of this course; (2) between these dates, the students implement identified activities with the aim to improve their creative abilities through deep experiences. Therefore, the course requires students to work and learn in a self-managed and self-directed way.

Course objectives
The main goal of this course is to make students stepping outside of their comfort zone and let them explore new – usually highly valuable – experiences. It is about understanding how every life experience prepares us for the next opportunity. The main learning outcomes of the course are:
- Understanding and experiences how to widen one own’s world view
- Basic understanding of what makes people innovative and creative
- Becoming more confident in trying new things out – dealing with fear that may stop individuals from accomplishing incredible things
- Insights about one’s own skills in contrast to core abilities of highly creative problem solvers
- Practical, hands-on experiences of how to improve one’s own creative thinking and doing skills
- Ability to questions one’s own mental models and (implicit) assumptions
- Ability to reflect in the process of learning and generating new knowledge
- Ability to enter a space of “unknowns”
- Experience and social competences for creative problem solving and innovation work

Course Flow
1. Preparing a poster based on the topics of this course (task will be announced end of September in KUSSS) – mandatory
2. Date 1 – mandatory
   a. Presentation of posters
   b. Input on creative thinking/doing skills and on innovation
3. Doing tasks 1 and 2 – mandatory
4. Date 2 – mandatory
   a. Reflection on tasks & adaptation of learning path
5. Doing tasks 3 and 4 – mandatory
6. Preparing insights and experiences in order to present them at date 3 – mandatory
7. Date 3 – mandatory
   a. Story-telling of experiences & capturing learnings
   b. Revision of original poster of one’s own strengths/weaknesses regarding creative problem solving skills

Performance Appraisal
- Attendance (see above dates)
- Preparatory work and poster presentation at date 1 (20% contribution for final grade)
- Learning/Innovation Journal (50% contribution for final grade)
  - Selection of activities: courageous and challenging (enabling deep learning and novel experiences)
  - Documentation of activities
- Reflection of insights and learnings – presentation at date 3 (30% contribution for final grade)
266048 Special Topics in Organisation and Innovation – Social Innovation and Social Enterprise Models
Seminar, 2.00 hours, 3.00 ECTS credits, weekly

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**Lecturer**
Dr. Richard Lang (Johannes Kepler University, Linz)

**Course content**
The main goal of this course is to provide students with a critical understanding of the two intertwined concepts of social innovation and social enterprise. The latter notion refers to hybrid organisations that have an entrepreneurial, a social and a participatory governance dimension. The innovativeness of social enterprises can be understood as the organisation’s capability to develop novel solutions to address unmet social needs and societal problems. On completing the course students will use and apply relevant conceptual frameworks and empirical methods to understand social enterprise models and their social innovativeness within a given institutional and territorial context. Further, research-based case studies form an integral part of this course and help students to explore under which conditions social enterprises can create positive social impact.

**Teaching methods**
Teaching methods include lectures and discussions, feedback sessions, research and reading assignments as well as students’ presentations. Lectures and case studies benefit from ongoing research being undertaken by the Institute for Innovation Management (IFI). Summaries of recent research can be found at http://ifi.jku.at/?page_id=14.

**Assessment/Grading**
The students’ final grade is based on their performance in individual and group assignments (both oral and written) as well as active participation in class discussions.
Institute of Production and Logistics Management

245615, 245616, 2456417 Advanced Logistics and Supply Chain Management
Intensive Course, 1.00 hours, 2.00 ECTS credits,

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**Lecturer**
Peter Matl, MSc, Najmesadat Nazemi, MSc (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 courses "Production and Logistics Management", 4 ECTS credits

**Course objectives**
After successfully passing the course, students have a deeper knowledge of the main aspects of decision problems in logistics and supply chain management. They are able to develop and validate optimization models, e.g., in supply chain network design and transportation networks, to adapt existing models, and to apply appropriate solution methods.

**Course content**
The following topics will be addressed:
- Facility Location Problems
- Transportation Problems
- Revenue Management

**Assessment and Grading**
Final Exam, Homeworks

**Required reading**
- Sunil Chopra und Peter Meindl: Supply Chain Management, 5th edition, 2013, Chapter 16
### 245606 Advanced Production, Logistics and Supply Chain Management, Topic: Multi-Objective Optimization

**Intensive Course, 2.00 hours, 3.00 ECTS credits, weekly**

**Tuesday, 10:15 – 11:45**  
March 5th to June 25th, 2019  
room: to be announced

**Lecturer**  
Dr. Fabien Tricoire, PhD (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 courses “Production and Logistics Management”, 4 ECTS credits and either the course “Production”, 3 ECTS or “Logistics and Supply Chain Management”, 3 ECTS.

**Course objectives**  
Students have an in-depth knowledge of selected advanced topics in production, logistics and supply chain management. They are able to describe planning problems using appropriate mathematical models. They are able to select and apply appropriate solution methods.

**Topic of WS2019: “Multi-Objective Optimization”**  
Students dispose of profound knowledge in modeling and solving strategic and operational decision problems with multiple objectives, e.g., facility location planning considering cost and CO2 emissions or distribution planning in a disaster relief context.

**Course content**  
Pareto efficiency, exact and heuristic solution methods for multi-objective problems, applications in production, logistics and supply chain management.

**Assessment and Grading**  
Exam, completion of assignments

**Required reading**  
Ehrgott: Multicriteria Optimization, in the current edition  
Further reading material will be announced.

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### 245607 Advanced Production, Logistics and Supply Chain Management: Introduction to Intelligent Solutions for Transportation and Physical Internet

**Intensive Course, 3.00 hours, 3.00 ECTS credits, weekly**

**Tuesday** 10:15 – 12:45,  
March 12th to May 21th, 2019  
Final Exam May 21, 10:15-11:45  
Re-sit Exam May 28, 10:15-11:45

**Lecturer**  
Univ. Prof. Dr. Cristina Olaverri Monreal, MA (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 courses “Production and Logistics Management”, 4 ECTS credits and either the course “Production”, 3 ECTS or “Logistics and Supply Chain Management”, 3 ECTS.

**Course objectives**  
After passing this course successfully, students will be able to:  
- Specify intelligent technologies and applications for a vehicular environment and their fundamental design principles  
- To assess traffic data collection methods on the basis of appropriate technology and specific use case  
- Analyze mobility problems and design technical / social / behavioral solutions

**Course content**  
This intensive course provides insights into the field of Intelligent Transportation Systems (ITS) as the application of information technology, sensors and communication technology in transport applications.  
Factors like green public spaces, in coalition with high safety and security foster the investigation of transportation systems for a sustainable and environmental benefit. In this context, smart, connected mobility can reduce not only traffic congestion and carbon emissions but also enhance road safety-related issues. This course gives an overview of the impact of digital technologies on transportation.
It will provide an overview about the electronic technologies existent to make better use of the city’s existing infrastructure, make transportation systems safer, efficient reliable and environmentally friendly.

**Assessment and Grading**
- Presentations
- Assignments completion
- Exam

**Required reading**
The Intelligent Transportation Systems Joint Program Office (ITS JPO)
https://www.its.dot.gov/factsheets/itsjpo_stratplan.htm
Further literature will be announced.

### 245620 Decision Support in Production, Logistics and Supply Chain Management

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<th>Seminar, 2.00 hours, 3.00 ECTS credits, weekly</th>
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**Lecturer**
Prof. Sophie Parragh, PhD (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 courses “Production and Logistics Management”, 4 ECTS credits and either the course “Production”, 3 ECTS or “Logistics and Supply Chain Management”, 3 ECTS.

**Course objectives**
The students deepen their knowledge in the field of logistics and/or supply chain management. They learn how to use a software tool for decision support through quantitative analysis and/or optimization; and how to apply it to a defined problem setting in the area of logistics and/or supply chain management in the form a small (research) project.

**Assessment and Grading**
- Homework exercises, presentation and seminar paper

**Required reading**
Will be announced during the lecture.
Centre for Business Languages and Intercultural Communication

547457 Global Accounting and Control: A Managerial Emphasis
Course, 2.00 hours, 4.00 ECTS credits, intensive sessions

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Lecturer
Prof. Timothy Sale, PhD (University of Cincinnati, USA)

Entry requirements
Participants will be expected to have a good command of both written and spoken English and basic knowledge of economics.

Course objectives
The aim of the seminar is to provide an introduction to the role of accounting and control in the management of multinational enterprises.

Course description

Assessment / Examination
written assignments, active participation, exercises

Required reading

547E04 Seminar Business and Culture English
Seminar, 2.00 hours, 3.00 ECTS credits

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Lecturer
Dr. Wolfgang Schwaiger MSc (Johannes Kepler University, Linz)

Contact
For handing in assignments and for questions please contact: wolfgangschwaiger@gmx.net

Entry requirements
All students will be expected to have a good command of both written and spoken English. While C2 level is required from JKU students, incoming exchange students will be accepted with level B2.

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. As group work they will write down their findings in a seminar paper, 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, presentation and 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 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 seminar paper 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% |
| Exam | 50% |
| Seminar paper/group work (12-15 pages) | 30% |

Each assignment will be graded on a five-point scale, 1 = excellent – 5 = fail. 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.kusss.jku.at) and is based on the specific topics chosen for each class. Students need to search for additional literature to prepare their seminar pap

547E52 Seminar Guest Professor English: Communicating, leading and managing in situations of cultural and linguistic diversity
Seminar, 2.00 hours, 3.00 ECTS credits, intensive sessions

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Lecturer
Dr. Gillian Martin (Trinity College Dublin, Ireland)

Entry requirements
All students will be expected to have a good command of both written and spoken English. While C1 level is required from JKU students, incoming exchange students will be accepted with level B2.

Course objectives
The seminar will explore against the backdrop of globalisation how culture, whether societal, organisational, and/or professional can influence leadership, management and communication in organisational settings. It will consider issues such as convergence vs. divergence of cultures and the impact of culture on management and leadership styles, perceptions of ethical leadership and integrity, team building, interpersonal, inter- and intraorganisational communication and negotiation. It will discuss implications for achieving intercultural communicative competence. The seminar will also consider the benefits of integrating the insights and methodologies from different disciplinary fields, including applied linguistics, in order to arrive at a more holistic view of managing cultural diversity in organisational settings.

Teaching methods
The methodology will be based on collaborative learning and will include case-studies, group work and discussion, investigative fieldwork and in-class assignments.

Preliminary Reading List

54771E Case Studies English (C1)
Course, 2.00 hours, 3.00 ECTS credits, weekly

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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
- Groupwork to practice and enhance discourse and negotiation skills

Assessment
2 written case analyses as homework, Book Project (including an informal presentation), Research Project (including a formal presentation), In-class Case Analysis, Active participation in classwork and group activities
ECONOMICS COURSES – BACHELOR LEVEL

Department of Economics

239418 Managerial Economics
Course, 2.00 hours, 3.00 ECTS credits, weekly

| Thursday, 10:15 – 11:45, room: HS 10 | from March 7th to June 27th, 2019 |

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

239110 Balance of Payments and Exchange Rates
Course, 2.00 hours, 3.00 ECTS credits

| Tuesday, 12:00 – 13:30, room: HS 10 | from March 5th to June 25th, 2019 |

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 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

239401 Intermediate Econometrics
Course, 2.00 hours, 4.00 ECTS credits, weekly

| Monday, 13:45 – 15:15 (17:00), room: BA 9910 |
| March 4th to June 24th, 2019 |

Lecturer
Dr. Martina Zweimüller (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

239402 Intermediate Econometrics I
Intensifying Course, 1.00 hours, 2.00 ECTS credits

| Monday, 15:30 – 17:00, room: BA 9910 |
| March 4th to June 24th, 2019 |

Lecturer
Dr. Martina Zweimüller (Johannes Kepler University)

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

### 239320 International Economics, Finance and Macroeconomics

Seminar, 2.00 hours, 4.00 ECTS credits, weekly

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<tr>
<th>Tuesday,</th>
<th>15:30 – 17:00, room: K 033C</th>
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<td>March 5th to June 25th, 2019</td>
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**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. 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.

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### 239321 Economics of International Integration

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

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<th>Tuesday,</th>
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**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:
  - Robert C. Feenstra (2004): Advanced International Trade, Theory and Evidence; Princeton University Press (this is an advanced - graduate level - 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.
OTHER COURSES – BACHELOR LEVEL

547E98 Academic Writing English (C1)
Course, 2.00 hours, 3.00 ECTS credits, weekly

| Wednesday,  13:45 – 15:15,  room: BA 9909 |
|-----------------|-----------------|
| from March 6th to June 26th, 2019 |

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

Contact
For questions related to the course please contact: ilse.born-lechleitner@ku.at
Students are requested to hand in all written assignments as doc or docx files to this email address.

Entry requirements
JKU regular students must have completed the courses “Communicative Skills English (B2”), 3 ECTS and Business English I (B2+), 3 ECTS.

Course objectives
This course will focus on training you to write effectively in academic settings and helping you to improve your fluency, accuracy and writing strategies. It will also focus on critically evaluating, reflecting and responding to facts, ideas and claims in your sources, and on expanding the vocabulary and grammatical structures necessary for successful writing. You will also be asked to reflect and evaluate your own progress in writing.

Assessment
One academic paper of 2500-3000 words in a clear academic style with a table of contents, correct references and bibliography, and include at least one figure/illustration.
One Writing Diary of 4 entries of 250 words each, one for each month of term.
Poster Presentation of your article.

Grading
100% attendance; active participation
The grade will be based on
- final version of article - 50%
- individual homework, writing diary, in-class assignment - 30%
- poster presentation, class participation - 20%

229009 Comparative Social Policy
Seminar, 2.00 hours, 3.00 ECTS credits

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<tr>
<th>Monday, 09:15 – 11:45</th>
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Lecturers
Univ. Prof.in Margitta Mätzke, Ph.D. (Johannes Kepler University, Linz)

Contact
Contact me via e-mail: margitta.maetzke@jku.at. I will not respond to e-mails asking questions that I have answered in class or on the Moodle-site. Office hours are Tuesdays 14:30 – 16:00 in room HF 305. You are most welcome to come see me and ask all kinds of questions. The office hour is no telephone hotline; it is for speaking with people in person.

Goals and Contents
The course „Comparative Social Policy“ seeks to acquaint students with central theoretical, 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 practice how to present the theoretical claim of an academic article in a nutshell and then discuss the conceptual and methodological decisions that lie beneath different forms of producing knowledge about welfare state development. The class consists of two parts:

1. The first section (week 2 – 5) gives an introduction to the purpose of comparative analysis; it provides an overview over the principal ways of conceptualizing and observing differences among welfare states and the main families of welfare state theories that seek to understand the causes of different developments in the social policy regimes of advanced industrial countries.
2. In the second part of the class (week 6 – 13) we will examine a number of examples of comparative welfare state analysis, covering a broad range of policy fields, countries, and theoretical arguments. Our task in reading these arguments is to first extract the key points of the theoretical arguments of the articles; after that we will look at the comparative methodology that each of these articles employs.

Formalities and 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 it is no requirement.
- There is a Moodle-Website for the class, on which all relevant information, required and optional readings are provided.
- 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 precondi-
tion 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; the exam will be in English, and use of dictionaries is neither efficient nor allowed on the exam.

Grading
- Regular participation in class is a class requirement.
- For a positive grade you cannot miss more than two of the substantive sessions 2 – 13. Plan accordingly, such that you can attend class. I will not engage in bargaining about class participation.
- You need to read all required texts that are listed on the course syllabus below (Some 200 pages of Text in English over the course of the semester). Additional texts on the Moodle Site are optional.
- There are two written (& oral) class requirements:
  1. Working in groups of three, you will take responsibility for one of the class sessions in which we discuss examples of comparative welfare state analysis (weeks 6 through 12, or 13). This means that you take special responsibility for the required readings during that class and are available, as a group, for presenting the conceptual argument of “your” article and commenting on its comparative methodology. This will not be a formal presentation, but something we can rely on in class, should class discussion be somewhat slow. Moreover, you will write a short paper after class, in which you briefly present the argument of the article, comment on the comparative approach, and summarize our class discussion. Papers that meet quality standards will be made available for all, for their preparation for the exam. Thus, it will be much appreciated by all, if you write theseshort reports as good as you can.
  2. A final exam, in which students are asked to answer some 10 to 15 specific questions as concisely and precisely as possible. There may also be a few multiple-choice questions.
- Each written requirement is evaluated on a 100-points-scale. In order to pass the class, you need to pass both requirements. The first requirement accounts for 40%, the exam 60% of your written score.
- I do not force people to speak in this class, but I will acknowledge oral participation as far as I can accomplish it, by adding between 1 and 20 points to the weighted average of your points on the two written requirements.

Course Syllabus
**Week 1:** Introduction and organizational issues

Part I: Comparative Methodology and Theory Building in the Field of Welfare State Analysis

**Week 2:** What is Comparative Social Policy?

**Week 3:** Theoretical Approaches for Explaining Welfare State Development
Week 4: The Comparative Method: Programmatic Intention and Implementation

Week 5: Exercises in Comparative Methodology
There will be no text, but a set of questions and exercises instead. These will be made available on the Moodle-Site.

Part II: Applications and Examples

Week 6: Explaining the Origins of Welfare Regimes

Week 7: Diverging Health Policy Trajectories in the United States and Canada

Week 8: Pension Reform in Austria and Germany

Week 9: Reconciliation of Work and Family Obligations in the UK and Germany

Week 10: Care Ideals and Childcare Policy in Denmark and Flanders

Week 11: Health Care Cost Containment in Norway and Denmark

Week 12: Comparing Historical Trajectories of Welfare State Adaptation

Week 13: Explaining Varied Degrees of "Age Orientation"

Week 14: Final Exam

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**547K02 Culture and Language Policies in the EU**

Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

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<tr>
<th>Monday, 10:15 – 11:45</th>
<th>room: MZ 412A</th>
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**Lecturer**
Dr. in Yuliyan Gencheva (Johannes Kepler University, Linz)

**Contact**
For handing in assignments and for questions or problems please contact: yuliya.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.; cultural diversity; multiculturalism in Europe; language, language area; dialects, idiolects and sociolects, standard languages and varieties of speech; socio-lingual aspects (language and society); plurilingualism,
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. Euroscepticism.
- 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 and weekly readings, individual student research work, group presentations, short informal speeches.

Assessment

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

547K01 The Impact of Religions and Value Systems on European Cultures

Course, 2.00 hours, 3.00 ECTS credits,

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<td>Friday, March 15</td>
<td>08:30 – 11:45</td>
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<td>Friday, March 29</td>
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<td>Friday, May 3</td>
<td>08:30 – 11:45</td>
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<td>Friday, May 17</td>
<td>08:30 – 11:45</td>
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<td>Friday, May 24</td>
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<td>Friday, June 14</td>
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<td>Friday, June 28</td>
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Lecturer

Dr. Andreas Telser M.Div. (Catholic Private University, Linz)

Course description and objectives

This course is meant to provide some orientation in a question that has become a major public issue, i.e., religion. In media reports, religion is often depicted as a source of social strife and violence that tends to threaten the strongholds of democratic secular states.

Nonetheless, religion(s) had, historically speaking, a major impact on European cultures in a variety of ways, not least on its value systems. Yet the specific European history of religion’s decline of influence on state, society, and the individual – called secularization – did obviously not prepare Europeans well for dealing with religion once again.

Thus, this course takes a second, scientific look at religion by approaching it through sociological, philosophical, anthropological, political, cultural and theological analyses. It will offer basic knowledge of what genuine religious questions are and how they are dealt with in those three World religions (Christianity, Islam, and Buddhism) that might have some impact on European cultures also in the future.

Assessment

Texts to be read in preparation for each class;
Class presentations based on these texts;
A final oral exam taken in small groups.

Literature

The texts will be available through KUSS.

231201 Paradigms and Current Trends of Sociological Thought II

Conflict, Power, and Domination

Seminar, 2.00 hours, 6.00 ECTS credits, Sociology, 1st year, weekly

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<td>Tuesday, March 5th to June 25th, 2019</td>
<td>13:45 – 15:15</td>
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Lecturer

Prof. Dr. Susanne Pernicka (Johannes Kepler University, Linz)

Pre-requisites
The ability and willingness to read, write and participate in discussions during the seminar lessons in English language. JKU regular students must have completed the introductory and orientation phase in Sociology (Step). For international students: basic knowledge in sociology (equivalent of at least 6 ECTS credits in sociology; course certificates must be presented to seminar instructor before the start of the seminar; please provide certificates by email to susanne.pernicka@jku.at)

Workload
6 ECTS credits, 150 hours or 10 hours per week; please note that the seminar requires intensive preparation for each lesson including reading of literature, writing of short summaries and critiques (4 pages); the search for, presentation and discussion of an original sociological text; the preparation of a presentation handout (1 page)

The attendance of seminar lessons is compulsory.

Course objectives and description
This seminar deals with sociological paradigms and current trends of sociological thought and seeks to provide students with a better understanding of theoretical conceptions that emphasize conflicts, power, and domination in past and contemporary societies. Besides conflicts over scarce material resources, the seminar will also shed light on struggles over recognition, cultural power or relations of dominance and subordination. While the term “conflict sociology” crystallized in the 1950s as Lewis Coser and Ralf Dahrendorf criticized the then dominant structural functionalism in sociology, there exists no independent theoretical paradigm in sociological thinking about conflict and the interrelated concepts of power and domination (Rössel 2013). Therefore, students receive an overview of classical and contemporary sociological paradigms and thinkers who regard conflicts as key in understanding societal changes and continuities: the seminar starts with Karl Marx, Max Weber and Georg Simmel (classics) who provided the basis for the theories discussed next: theory of group conflicts, critical theory, feminist theory, rational choice theory and Pierre Bourdieu’s class and culture perspective (contemporary works); finally these theories will be applied to selected fields of contemporary societal conflicts (globalization of economic and political processes).

Each seminar lesson will consist of an interactive introduction provided by the seminar instructor, a short presentation by students (about 10 minutes), the presentation of various video clips and subsequent small groups and plenary discussions.


Assessment
- Written summaries and critique of provided literature according to questions raised below (see guidelines) to be submitted at the beginning of each lesson as hard copy (max. 4 assessment points for each summary can be achieved; in sum 40 pts.)
- Presentation of an article, book section or alternative text by an important author who has extensively written on the chosen topic, e.g., a section in Max Weber’s book Economy and Society, or a piece by James Coleman who was an important representative of Rational Choice Theory, from a conflict and power sensitive perspective. What do these authors tell us about conflicts, power and domination in society? (max. 20 pts)
- Collect participation pints by actively engaging in discussions during the seminar. (max. 1 point each session, in sum 11 pts.)

Grading
> 60 points: Very Good (1); 60 - 51 points: Good (2); 50 – 41 points: Satisfactory (3); 40 – 30 points: Sufficient (4); < 30 points: Not sufficient (5)

Seminar dates and contents
March-05-2019 Introductory remarks, course requirements and assessment criteria
March-13-2019 Conflict theory as a theoretical paradigm? Brief overview of classical and contemporary sociological theories on conflict, power, and domination; selection and distribution of presentation dates
March-19-2019 Classics of the conflict theory paradigm: Karl Marx
March-26-2019 Classics of the conflict theory paradigm: Max Weber
April-02-2019 Classics of the conflict theory paradigm: Georg Simmel
April-09-2019 Contemporary works of conflict theory: Theory of group conflicts
April-30-2019 Contemporary works of conflict theory: Critical theory
May-07-2019 Contemporary works of conflict theory: Feminist theory
May-21-2019 Contemporary works of conflict theory: Class and culture
May-28-2019 Contemporary works of conflict theory: Rational choice theory
June-18-2019 Fields of conflict: Globalizing economic processes
June-25-2019 Fields of conflict: Globalizing political processes
Guidelines for the preparation of written summaries and critique of provided literature
Please read carefully the literature (text) provided for each seminar lesson (from March 19 onwards) via the Kepler University Study Support System KUSSS and provide written answers to the questions depicted below. Write about 4 pages and apply the following formatting requirements: Word, Times New Roman, 12 pt., 1.5 pt. space between lines, no indents. Print out two copies (one for submission; the other as a basis for our discussions during the seminar).

1) What role do conflicts, power and relations of dominance play in society from the sociological perspective outlined in the text?
2) How are conflicts, power and relations of dominance theoretically conceived by the authors of the text? Provide also definitions of the concepts used if available.
3) What are the main points of criticism that can be raised in relation to the theory and in relation to its concepts of conflict, power and dominance? (if necessary, use further literature to develop your critique)

229211 Political and Economic Developments in Europe
Course, 2.00 hours, 3.00 ECTS credits

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<tr>
<td>Friday, March 22</td>
<td>08:30 – 16:15</td>
<td>KEP 1</td>
<td>Full attendance mandatory</td>
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<td>Wednesday, June 05</td>
<td>08:30 – 16:15</td>
<td>K 012D</td>
<td>Full attendance mandatory</td>
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<td>Thursday, June 06</td>
<td>08:30 – 16:15</td>
<td>ESH 2</td>
<td>Full attendance mandatory</td>
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Lecturer
Dr. Dirk Jarré (Johannes Kepler University Linz)

Entry requirements
There is no formal prerequisite for the participation in this course. However, it is advised to be somewhat familiar with European integration processes since World War II. Recommended literature: see below.

Course objective
The main purpose of the course is to reach a solid understanding of the different concepts of Europe, the process of European integration since World War II - its objectives, opportunities and difficulties, present achievements and perspectives.

Course Structure and Grading
The course will take place in blocks and has three distinctive phases: (1) a whole-day introduction on Friday 22 March 2019, (2) a timespan of about 9.5 weeks for research and writing of the individual course paper, (3) the presentation and discussion of all individual papers during the bloc on 05 and 06 June 2019 (whole day).
Attendance of the course is not bound to any precondition. The sessions are conceived as interactive ones with strong involvement of students. At the end participants will receive qualified marks on their written and oral performance based on criteria to be communicated at the beginning of the course. Attendance of all parts of the course is mandatory.

Course content
During the introductory plenary session on Friday 22 March 2019 students will be first familiarized with various geographical, historical, cultural and political aspects of Europe as an entity. This will be followed by in-depth information about the goals, the main actors, the problems and the dynamics of the European political and economic integration process after World War II. In particular the creation, the mandate, the structure and the functioning of the Council of Europe, of the European Communities, nowadays labelled the European Union, and other political structures will be explained in some detail. Finally current issues and future perspectives will be addressed through Q & A.
By straw-ballot students will receive a topic relating to a specific aspect of one of the presented European structures and processes as a theme for their individual course paper. They will have to describe and to analyse this issue in an individual paper of 10 to 15 pages after having done appropriate research work. They may ask for advice to the lecturer during their research, if needed.
The authors will communicate the main content of their respective individual course paper in a 10 minutes presentation each during the bloc on 05 and 06 June 2019. Each presentation will be followed by a discussion between the audience, the presenter and the lecturer in order to strengthen understanding of the issues and to clarify specific points.

Recommended literature:
231110 Seminar in selected research fields: Institutional and social structures compared
Seminar, 2.00 hours, 4.50 ECTS credits, Recommended semester: 3rd and higher, intensive sessions

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<td>Thursday, April 4</td>
<td>09:15 - 11:45</td>
<td>HF 9904</td>
<td>Seminar Topic 1: Migration</td>
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<td>12:45 - 14:30</td>
<td>HF 9904</td>
<td>Group Work</td>
</tr>
<tr>
<td>Friday, April 5</td>
<td>09:15 - 11:45</td>
<td>HF 9905</td>
<td>Seminar Topic 2: Population Structures and political systems</td>
</tr>
<tr>
<td></td>
<td>12:45 - 14:30</td>
<td>HF 9905</td>
<td>Group Work</td>
</tr>
<tr>
<td>Tuesday, April 4</td>
<td>09:15 - 11:45</td>
<td>tba</td>
<td>Seminar Topic 3: Education and social systems</td>
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<td>12:45 - 14:30</td>
<td>tba</td>
<td>Group Work</td>
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<tr>
<td>Friday, April 12</td>
<td>10:15 - 11:45</td>
<td>HG 519</td>
<td>Group presentations and discussions</td>
</tr>
</tbody>
</table>

Assoc.-Prof. Petra Aigner, MBA, Ph.D., Prof. Dr. Johann Bacher, Dr. Fritz Hemedinger, Dr. Alfred Grausgruber, Nnebedum Chigozie (Johannes Kepler University, Linz)

Entry Requirements
No entry requirements

Course aims
This course focuses on three main fields of research, investigating institutional and social structures:
(1) migration; (2) Population Structures and Political Systems; (3) Education and social systems.
Firstly, national and international migration movements will be analysed by introducing migration
dynamics in Austria and comparing those to selected international examples. Secondly, population
structures and the political system of Austria will be highlighted and compared with selected
international examples. Thirdly, this course investigates the Austrian education and social system(s),
and in consequence compares those with selected international examples.

Course content
- Migration
- Population structures and political systems
- Educational systems and social systems

Assessment / Examination
- Active participation
- Seminar paper
- Presentation of group work

Literature
- More Literature to be announced

232416 Work Psychology
Seminar, 2.00 hours, 4.00 ECTS credits, Recommended semester: 3rd and higher

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Friday, March 15</td>
<td>13:45 - 17:00</td>
<td>K 224B</td>
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<tr>
<td>Friday, March 22</td>
<td>13:45 - 17:00</td>
<td>K 224B</td>
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<tr>
<td>Friday, April 5</td>
<td>13:45 - 17:00</td>
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<td>Friday, April 12</td>
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<tr>
<td>Friday, May 10</td>
<td>13:45 - 17:00</td>
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<tr>
<td>Friday, May 24</td>
<td>13:45 - 17:00</td>
<td>K 224B</td>
</tr>
<tr>
<td>Monday, June 3</td>
<td>13:45 - 17:00</td>
<td>K 224B</td>
</tr>
</tbody>
</table>

Lecturer
Dr. Carrie Kovacs (Johannes Kepler University, Linz)

Contact
carrie.kovacs@jku.at

Entry Requirements
No entry requirements

Course aims
- to provide an overview of selected topics in work psychology
to help students understand how psychological research methods can be used to answer work-related questions
to support critical thinking skills through discussions, short presentations, and active participation

Course content
This course deals with the ways in which psychological theories and methods can help us better understand the behaviors, attitudes and emotions of people in work-related contexts. Topics include

- Personnel assessment & selection
- Assessing performance at work
- Work-related attitudes such as job satisfaction or commitment
- Motivation to work and job design
- Stress and well-being at work
- Groups, teams and teamwork

The course is intended for students from all fields of study who are interested in learning more about these topics and reflecting on how work psychology findings apply to their own past and future work experiences.

Assessment / Examination

<table>
<thead>
<tr>
<th>Active in-class participation (discussions, exercises, feedback)</th>
<th>Presentation in class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation of literature for each session</td>
<td>Written assignment</td>
</tr>
</tbody>
</table>

Full course attendance is required!

Literature
Changing selection of empirical research articles
Master Program General Management

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

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**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**
Assoz. Univ.-Prof. Dr. Ahu Genis-Gruber, 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**
To be announced in the course

**Required reading**
To be announced in the course

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**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

Dates and Rooms to be announced in KUSSS

**Lecturer**
Dr. Arne Floh (Johannes Kepler University, Linz)

**Course content**
The course addresses the theoretical fundamentals of marketing and their application in practice, augmented with current trends dealing with the perspectives of advancement of the different theoretical approaches. In detail, the different approaches of marketing science are examined. Which controversial positions are argued with respect to the detailed marketing phenomena und which propositions considering foundation and application of marketing knowledge have been stated by the exponents of the different approaches over time. The content will be provided in an interactive manner. Lectures, presentations, and discussions of material will be the basis of the course.
Course objectives
The Master Course Dimensions of ‘Marketing Theory and Managerial Application’ builds upon the basic marketing knowledge that has been imparted in the bachelor programme. This knowledge is deepened by giving the students an overview of the state of the art and trends of the philosophy of science and the methodological discussion in marketing science. The widespread specialist literature is considered, dealing with original resources so that students are enabled to integrate the different theoretical approaches of marketing and to understand their commonalities and characteristics.

Grading
To be announced in the course

Required reading
To be announced in the course.

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)
(Dates and Rooms to be announced in KUSSS)

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

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

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<tr>
<th>Time</th>
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<tr>
<td>8.30 to 11.45</td>
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</table>

1. Course Kick-Off and Overview | Week 1, 2 Units
2. Q&A for Prep Stage 1 | Week 3, 4 Units
3. Q & A for Prep Stage 2 | Week 5, 4 Units
4. First Exam for Prep Stage | Week 7, 2 Units
5. L&D 1 | Week 9, 4 Units
6. L&D 2 | Week 11, 4 Units
7. L&D 3 | Week 13, 4 Units
8. Second Exam for Prep and L&D Stage | Week 15, 2 Units

Grading:
- First Exam (50 Points), Second Exam (60 Points), out of this a minimum of 60 points has to be reached
- Group Work (40 Points, pre-requirement: minimum 25 points from 1st exam) in a virtual environment, to be organized via a cryptocurrency.

Attendance at course times is encouraged, but not mandatory.
Minimum in total: 75 points

Course Contents

1. Prep Stage
   - Behavioral and Cognitive Foundations for Organizing

2. L&D Stage
   - Organization Design Theories
   - Institutional Theory
   - Economic Approaches to Organizing
   - Special Topics
Teaching
This is a 6 ECTS Course (=150 hours workload) with only (non-mandatory) 2 Semester-Hours (=25 hours) Course time. This means that the main part of the workload will be self-study of the readings!!!
Lectures can only cover some fraction of the required content. Therefore class time should be utilized for asking questions to instructor/s!

!!! It is strongly recommended to read articles and textbooks in advance, before it will be discussed in class! This enables you to ask specific questions about unclear parts in the texts!

Required Readings (details to be announced)

- Cases (to be acquired by students)
- Textbook
- Individual Texts will be uploaded in KUSSS

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), Assoz. Univ.-Prof. Dr. Barbara Müller (Johannes Kepler University, Linz)

Course content
In a dynamic and turbulent environment, innovation and change is necessary for gaining and sustaining competitive advantage. However, introducing novelties in organizations is difficult. In this course, we investigate how firms exploit existing capabilities for remaining successful in current markets based on established technologies or business models, while facilitating exploration to develop new capabilities to grasp future opportunities.

The Master Course Advances in Strategic Change and Learning aims at discussing current topics in the field of leadership, organizational learning and change management. During the course, we answer the questions such as “Why innovation & change are difficult?”, “How firms can overcome path dependency?”, “How firms manage/lead learning and change?”. In answering these questions, we combine conceptual inputs with case-study-based learning methods.

The course builds upon the basic knowledge in the field of leadership and 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.

Grading
In order to pass the course at least 31 points out of 60 need to be achieved. Attendance is not mandatory but highly recommended.

Reading

Compulsory Readings


Additional Literature


More information on the literature relevant for the test will be provided in the kick-off session.

### 282016 Master Course Managerial Accounting
(M1 – Master Program 1st Year)
Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring
Monday, 10:15-13:30 blocked
(Rooms to be announced in KUSSS)

**Lecturer**
Mag. Johannes Slacik (Johannes Kepler University, Linz)

**Pre-Conditions:** Basics in Managerial and Cost Accounting

**Course content**
- Theoretical context and introduction of management accounting
- Functions of the operational and strategic management accounting
- Instruments of the operational and strategic management accounting
- Performance Management Systems
- Behavioural control by Management Control Systems
- Leadership, employee motivation and accountability
- Application fields of management accounting
- Practicable preparation and integration of management accounting instruments

**Grading**
- 2 written examinations
  - 1. mid-term exam (20 minutes) – 20 points
  - 2. final exam (60 minutes) – 60 points
- Homework – 50 points
- and quizzes (17 points for upgrading bonus points, none mandatory)

130 points max. can be reached, 65 points (50 %) of which and a positive grade on all parts to be graded are needed to pass the course
- Homework points are points toward the 50 % necessary to pass the course, while interactive points in-class serve only to up-grade the final grade

<table>
<thead>
<tr>
<th>Grade (points)</th>
<th>Required Credit Points</th>
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<tbody>
<tr>
<td>A (1)</td>
<td>116 – 130</td>
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<tr>
<td>B (2)</td>
<td>99 – 115</td>
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<td>C (3)</td>
<td>82 – 98</td>
</tr>
<tr>
<td>D (4)</td>
<td>65 – 81</td>
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</tbody>
</table>

All else fails

**Required Reading**
Literature is given in the course.

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### 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!

**Lecturer**
Mag. Hannes Hofbauer (Johannes Kepler University, Linz)
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.

Course contents
1. Goals and concepts of financial accounting, user groups of financial accounting, differences in national accounting systems and need for global accounting standards
2. Elements of financial statements, different measurement concepts in international financial reporting and basics in selected IAS/IFRS accounting standards (including Conceptual Framework)
3. Definition of the reporting entity, different types of relationships between investor and investee (subsidiaries vs joint arrangements vs associates) and differences between consolidated and single financial statements
4. Basics in financial statement analysis

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

Required reading
- Selected International Financial Reporting Standards (IFRS) in the latest edition (will be provided for download in KUSSS)
- Selected articles referring to current 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
Assoz.Univ.-Prof.inn Dr.inn Eva Wagner, Dr. Thomas Brunner-Kirchmair (Johannes Kepler University, Linz)

Course description
This course provides a detailed examination of key theoretical and practical issues in finance. Major topical areas include sources of finance, cost of capital, equity and corporate valuation, analysis of financial statements, capital budgeting, corporate governance, financial control of corporations and mergers & acquisitions.

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 final exam and a retry exam. Final examination is closed books/notes.

Required Reading
To be announced
Methods in Management Research

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. Dr. 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

266000 and 266018 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
Univ.-Prof. Dr. Robert Breitenecker (Johannes Kepler University, Linz)

Course description
This course expands your knowledge of quantitative research methods. After the completion of the course, you are able to set up a quantitative research design and justify your choice of method. You are aware of different data collection tools in the quantitative research setting and are able to articulate respective advantages and disadvantages. You know the necessary steps and are able to prepare the data to conduct
Prerequisites & additional information
- Basic understanding of quantitative research methods and statistics is recommended. Without prior knowledge, catching-up is necessary, yet possible given your commitment.
- Seminar advocates an experience-based learning environment.
- Install SPSS on your laptop to be able to do run it when we need it in the course.

Grading
- Team projects (60%)
  - presentations of selected topics OR interviewer based data collection
  - presentation of survey implementation
  - presentation of data analysis and findings
- Individual evaluation (40%)
  - Participation in and preparation for the class
  - Final project report
- A minimum of 80% attendance is required!
- All parts of grading have to be positive to pass to course!

Recommended reading


Additional literature will be announced in moodle and in the course

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

Dated and Rooms to be announced in KUSSS

Lecturer
Mag. Philipp Kranewitter (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 points of view and criticism of globalization. Students focus on main concepts regarding 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 such 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.

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
- Group presentation
- Final exam
For a passing grade at least 50 per cent of the points in each category are required.

**Required reading**
To be announced.

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**269062 Master Seminar Globalization: Strategic Perspectives**  
(M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Globalization)  
Seminar, 2.00 hours, 4.00 ECTS credits, Spring

**Lecturer**  
Assoz. Univ.-Prof. Mag. Dr. Ahu Genis-Gruber (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

(Rooms to be announced in KUSSS)

Lecturer  
Assoz. Univ.-Prof. Dr. 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 Cosmopolitism, including aspects of unpacking cosmopolitism for the social sciences as a research agenda, the cosmopolitan imagination: critical cosmopolitanism and social theory, visuality, 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 2018 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
Dates and Rooms to be announced in KUSSS

Lecturer
Assoz. Univ.-Prof. Dr. 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, cases presented and discussion 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**
Dr. Michael Gusenbauer (Johannes Kepler University, Linz)

**Entry requirements**
Successful completion of the Master Course Dimensions of Innovation

**Course objectives**
Upon successful completion of the course, students will understand the fundamentals of information needs, and information retrieval. They will get an idea of the vast worldwide knowledge output and will be introduced into ways of tapping these rich sources. In particular they will get to know a selection of the most relevant scientific search engines and how to efficiently navigate them. Their understanding will involve a toolbox of advanced search heuristics. Through their work assignments they will get to know first-hand which search engines to choose for exploratory or systematic search tasks. Then, to organize the information identified, students will be familiar with knowledge organization tools like Citavi. All in all, this course is not only relevant for scientific work, but is also applicable for daily information search on the web – may it be finding a new home or a job.

**Course description / structure**
Every innovation starts with insights. Today these insights are to a large extent inspired by the information and knowledge accessible online. Whenever information needs arise, users employ search strategies to satisfy these needs in order to reduce their cognitive dissonance. The result of the search process is not only the search result itself, but also an insight into the investigated topic and its different facets surrounding the topic. This way knowledge workers learn throughout the process; even more so when information needs are pronounced and the value of new insights is high. Throughout this process the knowledge worker absorbs new information and processes it through either accommodation (i.e. the modification or change of existing knowledge structures) or assimilation (i.e. the addition of information to existing knowledge structures). The knowledge worker's search processes greatly differ in the concrete strategies, methods and tools employed.

It is important to understand the fundamental concepts of information retrieval (search and organization), especially in the context of science. In this course we will challenge some of the common methods of retrieving information and expand our understanding of tools, techniques and sources. Students themselves will work on their own knowledge needs that arise especially in their scientific work assignments, such as thesis writing. In this process it is crucial for students to concretize their abstract knowledge needs and iteratively improve their understanding as they learn through searching. Finally, students will present their findings in class. The techniques learned in this course are universal and hence also highly relevant professionally and personally.
Teaching methods
The methods employed in this course include lectures on information as a pre-requisite for knowledge, information retrieval, information management as well as information synthesis. Students need to work individually on their information retrieval exercises involving exploratory and systematic searches. They improve their skillsets in information retrieval by exploring different search engines and using advanced search functions. They are asked to present their search findings and discuss the results of their peers. Finally, students are required to reflect on the steps taken in their retrieval approaches and how they can improve on the feedback received.

Evaluation
The students’ final grade is based on their performance in the individual assignments, the coaching unit, and the seminar and reflection reports.

Teaching materials
The teaching materials comprise (1) the Power Point presentation and reading materials used as theoretical basis and (2) a compulsory reading list that includes sources in the field of knowledge management and information retrieval.

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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

<table>
<thead>
<tr>
<th>Blocked course on Thursday:</th>
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<tbody>
<tr>
<td>07.03.2019, 13:45-18:45</td>
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<tr>
<td>11.04.2019, 13:45-20:15</td>
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<tr>
<td>09.05.2019, 13:45-18:45</td>
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<td>10.05.2019, 13:45-18:45</td>
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<td>23.05.2019, 12:00-18:45</td>
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(Rooms to be announced in KUSSS)

Lecturer
Mag. Dr. 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, environmental indicators and also related topics like sustainability reporting. 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 (50%)
- Voluntary homework assignments
- Attendance
- Active in-class participation (10%)

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:

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 courses on Wednesdays, October 2018 – February 2019, 8:30-11:45 |
| (Rooms and exact dates to be announced in KUSSS) |

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

Seminar objectives
Small teams from social sciences and engineering backgrounds work on current practice challenges at the intersection of innovation, quality and sustainability management. They elaborate the status quo of the challenge at hand and develop solutions for specific industry contexts to corporate partners. Overall, the teams gain deep practical insights into latest innovation trends and related corporate practices.

Seminar concept
The teams explore concepts like Smart Products (as basis for life-cycle management), Circular Products (products which are designed for reuse, remanufacturing and recycling), and Product-as-a-Service (transformation from product sales to service offerings such as rental, leasing, and pay-per-performance) and analyse how these trends affect innovation, quality, and environmental management. Based on this, they develop solutions how to introduce these concepts into a company and how to handle the faced challenges. The teams are regularly coached by the academic and practitioner mentors. Teams present their results to a jury consisting of top management representatives of our business partners.
Grading
- Project report
- Presentation
- Attendance and project management

Required reading
All relevant readings for this course will be announced and provided in time by the lecturer.

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. Dr. 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
- Final exam

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

Required reading
To be announced.

Specialized Management Competence - Module Marketing & International Marketing 1

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
Dates and rooms to be announced in KUSSS
Lecturer
Prof. Dr. Katharina Hofer, Head of the Department of Marketing for Emerging Markets at the Institute of Retailing, Sales and Marketing, 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 (25%)
Presentation and report (75%)

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; Rooms will be announced in KUSSS

Lecturer
Prof. Dr. Katharina Hofer, Head of the Department of Marketing for Emerging Markets at the Institute of Retailing, Sales and Marketing, 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. 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.
Objectives:
- to improve the critical thinking of the students about various countries, markets and sectors,
- to present a perspective to the international business environment,
- to understand the international market conditions and challenges for marketing mix strategies

Teaching, Theory Development, 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 international industrial environments is emphasized:
  o The students are expected to read articles from academic sources and to build the links between the topics from the textbook and theories discussed in the articles.
- Working on the theoretical paper (in peer groups):
o Necessitates a careful reading, understanding, thinking and combining the knowledge gained through lectures and articles to present a creative paper on the topic chosen,

o Each peer group works on ONE topic of their choice, prepares a written report about it and presents this.

- Working on company project (in peer groups):
  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.


Assignments and Grading:
- TP1: Theoretical paper on one international marketing topic:
  o Presentation: 15 pts
  o Written report: 35 pts
- TP2: Company Analysis on international marketing activities of a firm:
  o Presentation: 15 pts
  o Written report: 35 pts
- TOTAL: 100 pts

Specialized Management Competence - Module Marketing & International Marketing

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

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

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

Course Objectives
Students are supposed to develop conceptual frameworks necessary to solve practical marketing problems in business-to-business (B2B) markets that are provided by voestalpine Stahl GmbH.

Course Structure
The seminar has an interactive and application-oriented format. It starts with a kick-off meeting with representatives of voestalpine Stahl GmbH, followed by several meetings with the lecturer aimed at supporting students in developing an adequate conceptual framework for the respective marketing problem. This framework will also be part of a final presentation held at voestalpine Stahl GmbH.

The seminar is directly linked to the Master Seminar Applied B2B-Marketing (241007). While the latter covers the development of the practical solution of the respective marketing problem, the Master Seminar Advanced Topics in B2B-Marketing deals with the necessary conceptual background (two in one design – two courses/one seminar paper). As an immediate consequence of the integration of the two seminars into one problem setting, the Master Seminars Advanced Topics in B2B Marketing and Applied B2B-Marketing must be attended in the same semester.

Expectations
Attendance and active participation are required for all students in order to develop adequate conceptual frameworks. 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 lecturer in advance.

Grading
The assessment of the course will be based on:
- Quality of the conceptual framework/part “conceptual background” of the seminar paper (70%)
- Quality of the final presentation/part “conceptual background” (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](http://www.jku.at/ham/content/e35679))

**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. Lisa Schmidt (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 Stahl GmbH.

**Course Structure**
The seminar has an interactive and application-oriented format. It starts with a kick-off meeting with representatives of voestalpine Stahl GmbH, 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.

*The seminar is directly linked to the Master Seminar Advanced Topics in B2B-Marketing (241040). While the latter covers the development of the conceptual background of the respective marketing problem, the Master Seminar Applied B2B-Marketing deals with the practical solution of the problem (two in one design – two courses/one seminar paper). As an immediate consequence of the integration of the two seminars into one problem setting, the Master Seminars Applied B2B-Marketing and Advanced Topics in B2B Marketing must be attended in the same semester.*

**Expectations**
Attendance and active participation are required for all students in order to achieve sound problem solutions. 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 practical problem solution/part “problem solution” of the seminar paper (70%)
- Quality of the final presentation/part “problem solution” (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](http://www.jku.at/ham/content/e35679))

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*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. Johannes Lehner, Johannes Kepler University, Linz

Topic: Organizing Markets
The classical distinction between markets on the one side and hierarchies, firms, or organizations on the other side is blurring. Also (neo-)classical economic theories are incapable of explaining many of the most significant phenomena in markets. Organizational Science provides a heterogeneous set of theories which are increasingly applied outside the classical boundaries of the organization.

Therefore, first, the seminar deals with representative literatures from the following, largely isolated fields of organizational inquiry: Institutional and field theories, Network approaches, Sensemaking perspective, and empirical studies. Second, the seminar will examine different markets (“not all markets are created equal”), largely based on students own field work and field work will be analyzed based on theoretical approaches.

Course Objectives
- Students are able to analyze and understand markets from an organizational perspective and, thus, to criticize or supplement pure (neo-)classical economic perspectives
- 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) markets and transactions in markets.
- Students master an advanced tool-set for intervening in markets.

Grading
Major basis for grading will be field work, seminar paper (60), and presentation (20). In addition, full attendance in seminar hours, and participation in discussion (20) is expected.

Required Readings
Introduction:

Rest 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
(Dates and Rooms to be announced in KUSSS)

Lecturer
Assoz. Univ.-Prof. Dr. Barbara Müller (Johannes Kepler University, Linz)

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. Upon successful completion of this course, students will possess advanced knowledge of leadership and its dynamics within an organizational environment. Through the experience of the course students should be able to understand the importance of having a comprehensive reflective capability in understanding leadership and their own leader identity.
Subject
In specific the course addresses the following topics:
- The meaning of leadership based on contemporary leadership theories
- The approaches to explain effects and impact of leadership
- The role of leadership within organizations
- Becoming a leader – Developing leader identity
- 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
Further readings will be provided in class.

Specialized Management Competence - Module Global Strategic Management 2

247035 Master Seminar International Business Project
(M2 HR/ORG/IM – Master Program 2nd Year)
Seminar, 3.00 hours, 6.00 ECTS credits, Spring
Dates and Rooms to be announced in KUSSS

Lecturer
Edit Juhász MSc (Johannes Kepler University, Linz)

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.

Course structure
The course consists of three different types of classes:
1) Face-to-face classes
2) VI Bu RealGame™ classes
3) Webconferencing classes
4) Class @ AXIS Co-Working Space

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

The global virtual teams function as different companies which are either dependent on each other or compete with each other. Students are assigned to disperse 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 a face-to-face session before the simulation. Time zone differences will put a special challenge to that type of experience. After the two simulation days, a 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 expected for the entirety of all class sessions. Students who do not attend 90% of the total class time will automatically receive a negative grade. If you have scheduling conflicts, you must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

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

VIBu Assignments 30P
- Individual Reflection I (15P)
- Individual Reflection II (15P)
Web-based group task 40P
Short Tests 30P

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

Readings
In order to prepare for the course, students need to do the pre-course reading (except for the first session), which provides a necessary foundation for the simulation. All reading material can be found on Moodle. It is obligatory for all students to buy the license for the simulation on the first day of class. Texts applicable to each session should be read before the session.

Specialized Management Competence - Module Entrepreneurship 1

281301 Master Seminar Entrepreneurship Theory and Practice
(M2 – Master Program 2nd Year)
Seminar, 3.00 hours, 6.00 ECTS credits, Summer

Monday, March 11th, 2019, 09:15-18:45
Monday, May 27th, 2019, 09:15-18:45*

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), Univ.-Prof. DDr. Sascha Kraus (ESCE Paris)

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
Further information on literature will be announced.

Advanced Electives – Subject Interpersonal Skills

267102 Master Seminar Negotiation Skills
(M1 – Master Program 1st Year)
Seminar, 2.00 hours, 2.00 ECTS credits, Spring
(Dates and Rooms will be announced in KUSSS)

Lecturer
Dr. Stephan Klinger

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, strategies (distributive and competitive bargaining), construction of realities and types of negotiators.
Subject:
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 rhetor 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.

Criteria of Evaluation:
Participation and active performance during the Course (20%); preparation for simulation (40%); seminar paper (40%)

Methods:
The interactive course introduces basics through discussions, lectures experience-based learning; on the last day students will have to prepare for a large negotiation situation (depending on the field of practice of experienced co-lecturer, that changes each year) and experience a one-day negotiation.

Study Material:
Fisher, Ury (2012); Getting to Yes, Random House
Lewicki, Barry, Saunders (2010); Essentials of Negotiation, McGraw-Hill
Plato; Apology

Further Information:
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.

267103 Master Seminar Team Development & Group Dynamics
(M1 – Master Program 1st Year)
Seminar, 2.00 hours, 2.00 ECTS credits, Fall and Spring
Dates and rooms to be announced in KUSSS

Lecturer
Prof. Dr. Rupert Hasenzagl (AKAD Hochschule Stuttgart)

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
ECONOMICS COURSES – MASTER LEVEL

239307 Feminist Economics
Course, 2.00 hours, 4.00 ECTS credits, weekly

| Tuesday, 15:30 - 17:00, room: K 001A |
| From March 5th to June 25th |

Lecturer
Prof. Dr. Doris Weichselbaumer (Johannes Kepler University, Linz)

Entry requirements
Basic knowledge in microeconomics is expected.

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

239142 Macroeconometrics
Course, 2.00 hours, 4.00 ECTS credits, weekly

| Wednesday, 08:30 – 10:00, room: K 223B |
| from March 6th to June 26th, 2019 |

Lecturer
Dr. Jochen Güntner (Johannes Kepler University, Linz)

Contact information
For handing in assignments, questions or problems please contact: jochen.guentner@jku.at
Homepage: https://www.jku.at/institut-fuer-volkswirtschaftslehre/team/jochen-guentner/

Entry requirements
Participants are expected to have some knowledge in the solution of first- and second-order difference equations and multiple regression analysis, must be familiar with simple statistical concepts, such as correlation and covariance, and know how to use OLS estimation and statistical testing procedures, such as t- and F-tests. Students with a Bachelor from JKU Linz must/shoule have attended the course Econometrics I in the Bachelor Program.

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. If necessary, we start with a quick refresher of the theory and solution of first- and higher-order difference equations in order to better understand the dynamic behavior of macroeconomic and financial variables. We then introduce the concept of a likelihood function and Maximum Likelihood (ML) estimation for time series. In what follows, we cover the specification and estimation of stationary and nonstationary univariate time-series models with homoskedastic and heteroskedastic error terms. Given sufficient time, we 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 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 more than welcome. The course is not intended for students at the Bachelor level.

Course Content (preliminary)
I. Introduction and Background
1. The Concept of Time Series
2. Difference Equations and their Solution (if necessary)
3. Maximum Likelihood Estimation
II. Univariate Time-Series Models
4. Stationary Time-Series Models
5. Deterministic and Stochastic Trends
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:

Other References for Macroeconometrics:

References for Dynamic Mathematics:

General Econometrics References:

Course Organization
There will be a two-hour (90 minute) lecture every week, except during Easter Break (March 26 – April 8). Part of the lecture time will be used to illustrate practical problems and applications. Course material such as slides, data, and code are 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%)
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 recent financial and economic crisis on the development of macro-economic theory.

**Literature**


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### 239114 Microeconomics

**Intensifying Course**, 2.00 hours, 4.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Tuesday, 19:00 – 20:30,</th>
<th>room: K 034D</th>
</tr>
</thead>
<tbody>
<tr>
<td>from March 5th to June 25th, 2019</td>
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</tbody>
</table>

**Lecturer**

Lorenz Fischer, PhD (Johannes Kepler University, Linz)

**Entry requirements**

This course is designed for students entering a Master's degree in (applied) economics. Typical requirements are contents from Bachelor's economics courses and mathematics. The IC Microeconomics II can only be attended together with the course (CS Microeconomics II).

**Objectives**

The IC Microeconomics II discusses in depth the themes addressed in the course Microeconomics II. In particular, the focus is on exercises on the themes of the course and there is the possibility to pose questions on issues unclear in the CS Microeconomics II.

**Content**

Students get an overview of the basics of microeconomic theory at the graduate level, in particular of consumer and producer theory and partial and general equilibrium. Students get familiar with the main concepts of microeconomic theory. The course includes optimal decision of producers and behavior under changing circumstances, optimal consumption decisions by households given preferences, or factor supply decisions. General equilibrium moves to the aggregated level of the economy, where market failures, such as asymmetric information and uncertainty, are discussed. Concepts of welfare economics such as Pareto-efficiency, social welfare functions, and social choice are also studied.

**Grading**

Grading is based on home assignments and a final exam, each part weighted equally.

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### 239101 Microeconomics II

**Course**, 2.00 hours, 4.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Tuesday, 15:30 – 17:00,</th>
<th>room: K 112A</th>
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</thead>
<tbody>
<tr>
<td>From March 5th to June 25th, 2019</td>
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</tbody>
</table>

**Lecturer**

Dr. Matthias Fahn (Johannes Kepler University, Linz)

**Entry requirements**

A solid knowledge of Microeconomics on an intermediate level is required.

**Outline**

KS Micro II gives students an overview of the basics of microeconomic theory at the graduate level, in particular of consumer theory and production, but also of problems of asymmetric information, bilateral moral hazard, and (potentially) decisions under uncertainty. After attending the course, students should know the main concepts of microeconomic theory enabling them to read economic literature employing these concepts.

**Course Organization**

The basic concepts of microeconomic theory will be discussed and formally analyzed. Lecture notes will be made available through Kusss. Students are also encouraged to attend the IK Microeconomics, which covers problem sets on topics covered in Micro II, as well as in the KS Welfare Economics.
Grading
20 % class room participation, 80% final exam
The final exam is closed book and consists of open questions

Literature

239503 The Multinational Firm in the Global Economy
Course, 2.00 hours, 4.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Monday, March 4</td>
<td>08:30 – 12:45</td>
<td>S2 059</td>
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<tr>
<td>Monday, March 11</td>
<td>08:30 – 12:45</td>
<td>S2 059</td>
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<tr>
<td>Monday, March 18</td>
<td>08:30 – 12:45</td>
<td>MT 226</td>
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<tr>
<td>Monday, March 25</td>
<td>08:30 – 12:45</td>
<td>S2 059</td>
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<td>Monday, April 1</td>
<td>08:30 – 12:45</td>
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<tr>
<td>Monday, April 8</td>
<td>08:30 – 12:45</td>
<td>S2 059</td>
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<tr>
<td>Monday, April 29</td>
<td>09:15 – 10:45</td>
<td>S2 059, Exam</td>
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<tr>
<td>Monday, May 13</td>
<td>09:15 – 10:45</td>
<td>S2 059, Exam re-take</td>
</tr>
</tbody>
</table>

Lecturer
Prof. Dr. Karin Mayr-Dorn (Johannes Kepler University, Linz)

Contact
karin.mayr-dorn@jku.at, Office room number K103A, Keplergebäude, 1st floor. Office hours: by appointment.

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 figures
(b) Overview of concepts, theory and empirical findings
(c) Determinants of horizontal foreign direct investment (HFDI)
(d) The effect of HFDI on the host economy
(e) Vertical foreign direct investment (VFDI)
(f) Internalization versus outsourcing
(g) The evidence: determinants of FDI
(h) The evidence: host country effects
(i) The evidence: home country effects

Assessment
Grading will be based on a final exam (80%) and homework sets (20%). A minimum of 50% of the total is necessary for passing the course.

Literature

Course website
Slides for the course can be downloaded from the following course website:
https://sites.google.com/site/karinmayrdorn/teaching/multinat

239201 Topics in Advanced Economics
Lecture and Tutorial, 2.00 hours, 4.00 ECTS credits, weekly

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Wednesday, June 5</td>
<td>13:45 – 17:00</td>
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<td>Thursday, June 6</td>
<td>10:15 – 11:45</td>
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<td>Friday, June 7</td>
<td>13:45 – 17:00</td>
<td>K 127A</td>
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<tr>
<td>Monday, June 17</td>
<td>13:45 – 17:00</td>
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<td>Tuesday, June 18</td>
<td>10:15 – 11:45</td>
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<td></td>
<td>13:45 – 17:00</td>
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</table>
Lecturer
Prof. Dr. Martin Halla (Johannes Kepler University, Linz)

Entry requirements
This course is for graduate students with prior training in microeconometrics, who are ideally working on an empirical dissertation. The methods discussed are also useful in experimental settings. Students should be familiar with the instrumental variables (IV) approach, the difference-in-differences (DiD) estimator and regression discontinuity designs (RDD).

Objectives
This course covers microeconometric concepts and methods used in most recent papers to estimate causal effects in the presence of potentially unobserved confounding factors. Both theoretical and applied work will be discussed. The emphasis is, however, on application rather than on method. Methods will be illustrated by papers drawn from the most recent literature. By the end of the course, students should have a firm grasp of the most recent research designs that allow a convincing estimation of causal effects and be ready to apply these methods to their own research questions and data.

Topics
- Recap of causality and Rubin Causal Model (RCM) and established methods
- Power calculations
- Marginal treatment effects
- Adv. difference-in-differences estimator settings
- Adv. regression discontinuity designs
- Optional: Quantile regressions
- Optional: External validity

239328 Regulation and Antitrust
Course, 2.00 hours, 4.00 ECTS credits, weekly

| Wednesday, 08:30 – 10:00, room: K 153C |
| From March 6th to June 26th, 2019 |

Lecturer
Dr. Johannes Muthers (Johannes Kepler University, Linz)

Course Objective
The course aims to supply students with the background and methods needed to analyse firm competitive strategies from a competition policy and regulatory perspective. Students become familiar with the legal framework of competition law in the US and the EU. We discuss current cases in competition policy. Students get the theoretical fundamentals that allow them to analyse business strategies from an economics perspective.

Course Description
The course covers the economic background and the legal framework of competition policy. The course covers the following topics

Antitrust:
- Market Power and Efficiency
- Collusion and Cartels
- Merger Control
- Vertical Restraints
- Abuse of Dominance

Regulation and Consumer Protection
- Regulation of Natural Monopolies
- Consumer Protection and Consumer Behaviour

239505 Welfare Economics
Course, 2.00 hours, 4.00 ECTS credits, weekly

| Tuesday, 10:15 - 11:45, room: K 153C |
| from March 5th to June 25th, 2019 |

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
### COURSES - Master program Business Informatics

#### 258410 Data Mining

<table>
<thead>
<tr>
<th>Lecture, 2.00 hours, 3.00 ECTS credits</th>
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<tr>
<td>Monday, 13:45 – 15:15 room: S2 048</td>
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<tr>
<td>March 4th to June 24th, 2019</td>
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**Lecturer**
Felix Burgstaller MSc (Johannes Kepler University, Linz)

**Entry requirements**
Basic knowledge on statistics and programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

**Course objectives**
Students are enabled to apply data mining methods and techniques to recognize patterns that reveal potentially unknown knowledge from integrated and cleaned organizational data bases. They know the phases of the data mining process, important domains and typical problems as well as current developments of data and Web mining, and are familiar with common data mining tools.

**Subject**
Data mining process (KDD - Knowledge Discovery in Data); Data mining techniques: Clustering, Classification, Association rules; Data mining applications; Data mining tools; current developments; Case studies and practical scenarios, with a particular focus on web mining.

**Assessment**
Written exam

**Basic literature**

Further reading will be announced.

#### 258415 Data Mining

<table>
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<tr>
<th>Tutorial, 2.00 hours, 3.00 ECTS credits</th>
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<td>Monday, 15:30 – 17:00 room: S2 048</td>
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<tr>
<td>March 4th to June 24th, 2019</td>
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</table>

**Lecturer**
Felix Burgstaller MSc (Johannes Kepler University, Linz)

**Entry requirements**
Basic knowledge on statistics and programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

**Course objectives**
See Lecture Data Mining

**Subject**
See Lecture Data Mining

**Assessment**
Practical exercises, presentation of case studies based on the lecture material

**Methods**
Practical exercises in small groups applying knowledge communicated in the lecture and the exercise; presentation, discussion and documentation of the group results.

**Basic literature**
See Lecture Data Mining
245628 Computational Logistics: Metaheuristics
Seminar, 2.00 hours, 6.00 ECTS credits

| Tuesday, 13:45 – 17:00, room: BA 9909 |
| March 5th to June 25th, 2019 |

Lecturer
Dr. Fabien Tricoire, PhD (Johannes Kepler University, Linz)

Entry requirements
Knowledge required: ability to program

Course objectives
Students know the basic design concepts of heuristics and metaheuristics. They are able to design, implement and test simple heuristics and metaheuristics for planning problems arising in production, logistics and supply chain management. Furthermore, they know statistical methods for evaluating heuristic and metaheuristic results.

Course content
During this course, we will tackle the optimisation of difficult logistics problems such as routing optimisation, facility location or task scheduling. After emphasising the inherent difficulties in such problems, we will investigate various approximate optimisation algorithms, called metaheuristics, such as variable neighborhood search, adaptive large neighborhood search, tabu search, simulated annealing, genetic algorithms.

Assessment and Grading
Presentation of the project, exam

Required reading

Additional literature will be announced during the course.
COURSES - Master program Statistics

238233 Experimental Design
Combined Course, 2.00 hours, 4.00 ECTS credits

| Thursday, 10:15 – 11:45, room: S2 Z74 |
| From March 7th to June 27th, 2019 |

Lecturer
DI Dr. Helmut Waldl (Johannes Kepler University, Linz)

Course objectives
Principles of effective data collection and corresponding software. Design, hands-on experiment and analysis in a simple situation.

Subject
- randomization, blocking, replication
- simple factorial designs, fractional factorials
- screening designs
- response surface designs
- optimal design of experiments
- design algorithms

Assessment
Presentation and written description of a concrete designed experiment

Required reading

238156 Methods for Statistical Projects
Seminar, 2.00 hours, 4.00 ECTS credits

| Thursday, 10:15 – 11:45, room: S2 044 |
| From March 7th to June 27th, 2019 |

Lecturer
Assoz. Univ.-Prof.in Dr.in Helga Wagner (Johannes Kepler University, Linz)

Course objectives
Students learn advanced methods for data analysis in the project.

Subject
Varying with the project, eg. algorithms for estimation of mixture models, methods for missing data analysis, survival analysis

Assessment
Project work

Criteria of Evaluation
Project report

Methods
Lecture, Project Work

Required reading
Specific to the project

238155 Statistical Projects
Seminar, 2.00 hours, 4.00 ECTS credits

| Thursday, 12:00 – 13:30, room: S2 053 |
| From March 7th to June 27th, 2019 |

Lecturer
Assoz. Univ.-Prof.in Dr.in Bettina Grün (Johannes Kepler University, Linz)
Course objectives
Students are able to conduct a statistical project.

Subject
Performing the steps of a statistical project: data acquisition, data management and preparation; statistical modelling and analysis; interpretation of results writing a project report and final presentation.

Assessment
Presentations and written report

Required reading

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238231 Advanced Statistical Inference
Lecture, 2.00 hours, 4.00 ECTS credits

Wednesday, 13:45 – 15:15 Room: S2 Z74
From March 6th to June 26th, 2019

Lecturer
Univ.-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

Assessment
Exam

Required reading

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238232 Advanced Statistical Inference
Tutorial, 2.00 hours, 6.00 ECTS credits

Wednesday, 10:15 – 11:45 Room: S2 Z74
From March 6th to June 26th, 2019

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

Course objectives
Practicing the theoretical concepts and methods acquired in the lecture "Advanced Statistical Inference"

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

Assessment
Presentation of solved homeworks.

Required reading
238144 Bayes Statistics
Combined course, 2.00 hours, 4.00 ECTS credits

Wednesday, 12:00 – 13:30 Room: MT 327
From March 6th to June 26th, 2019

Lecturer
Assoz. Univ.-Prof.in Dr.in Helga Wagner (Johannes Kepler University, Linz)

Course objectives
Students are familiar with the Bayesian approach to statistics and are able to perform a conjugate Bayesian analysis as well as Bayes inference using MCMC methods.

Subject
- Basic concepts: Bayes' theorem, prior distribution, posterior distribution conjugate analysis
- Bayesian inference: point and interval estimation, hypothesis testing, model choice (marginal likelihood, Bayes factor), Bayesian prediction, posterior predictive model checks, asymptotics
- Priors: natural conjugate priors in exponential families, improper priors, Jeffrey's prior
- Introduction to MCMC methods: Metropolis Hastings algorithm, Gibbs sampling, data augmentation
- Bayes analysis of statistical models: linear regression models logit and ordinal logit model; finite mixture model, random effects models

Assessment
Exam, project

Teaching methods
Lecture, computer lab

Required reading
Albert J. (2009). Bayesian computation with R.

238113 Statistical Learning
Combined Course, 2.00 hours, 4.00 ECTS credits

Tuesday, 10:15 – 11:45 Room: MT 128
From March 5th to June 25th, 2019

Lecturer
Assoz. Univ.-Prof.in Dr.in Bettina Grün (Johannes Kepler University, Linz)

Course objectives
Students are familiar with methods for supervised and unsupervised learning.

Subject
- Classification methods
- Discriminant analysis
- Regression trees
- Boosting

Assessment
Exam, project

Required reading

238114 Statistical Applications
Seminar, 2.00 hours, 6.00 ECTS credits

Monday, 12:00 – 13:30 Room: S2 054
From March 4th to June 24th, 2019

Lecturer
Univ.-Prof. Dr. Andreas Futschik (Johannes Kepler University, Linz)

Course objectives
Students practise to acquire knowledge, give a presentation and actively participate in expert discussions in a special field of applied statistics.
Subject
special field of applied statistics, e.g. data science, statistical genomics, modelling of complex phenomena

Assessment
presentations by students

Required reading
will be announced each semester
### OTHER COURSES – MASTER LEVEL

#### 536020 Ethics and Gender Studies. Gender in technological processes

<table>
<thead>
<tr>
<th>Lecture</th>
<th>2.00 hours, 3.00 ECTS credits,</th>
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<tr>
<td><strong>Tuesday,</strong> 15:30 – 17:00, room: T 406</td>
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<tr>
<td>from March 5th to June 25th, 2019</td>
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**Lecturer**
Dr. in Waltraud Ernst (Johannes Kepler University, Linz)

**Entry Requirements:**
The course is designed for students of the Faculty of Engineering and Natural Sciences, but it can also be attended by incoming students who are interested in the field.

**Course objectives**
Was the microwave oven developed for ‘single young men’ or for ‘gainfully employed mothers’? Who were the first computer-programmer and how did computer-programming become a ‘male profession’? Does the Internet provide (equal) space for all genders?

**Course contents**
In the seminar we will discuss the impact of technologies on gender hierarchies and gender norms. We will learn about the relevance of ethical reflections for technological research. The aim of this course is to understand how questions of gender and gender relations shape technologies as well as metaphors and models of technologies, and how ethical questions can change directions of research.

**Teaching methods**
The transdisciplinary course is meant as introduction to the topic. There are no preconditions to take part, but the willingness to read several selected texts of the topics mentioned above.

**Reading**

#### 249145 Special Topics in Finance - Valuation

<table>
<thead>
<tr>
<th>Intensifying Course, 1.00 hour, 1.50 ECTS credits, weekly</th>
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<tbody>
<tr>
<td><strong>Tuesday,</strong> May 14, 08:30 – 17:00, room: to be announced</td>
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<tr>
<td><strong>Thursday,</strong> May 16, 08:30 – 11:45, room: to be announced</td>
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<tr>
<td>12:00 – 15:15, room: HF 9904</td>
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</tbody>
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**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.

**Content**
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.
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