Course Brochure

Faculty of Social Sciences, Economics and Business

Courses taught in English

Fall 2017/18

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Important
Important
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>Master Course Creating Strategic Advantages (M1 – Master Program 1st Year)</td>
<td>28</td>
</tr>
<tr>
<td>241033</td>
<td>Master Course Dimensions of Marketing Theory and Managerial Application (M1 – Master Program 1st Year)</td>
<td>28</td>
</tr>
<tr>
<td>266010</td>
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<tr>
<td>267014</td>
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#### Leadership Challenge Globalization

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<tr>
<td>269061</td>
<td>Master Course Dimensions of Globalization (M1 – Master Program 1st Year)</td>
<td>35</td>
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<tr>
<td>239030</td>
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<tr>
<td>266013</td>
<td>Master Course Dimensions of Innovation (M1 – Master Program 1st Year)</td>
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<td>281300</td>
<td>Master Seminar Innovation: Entrepreneurial Perspectives (M2 – Master Program 2nd Year Entry requirement: Successful completion of Master Course Dimensions of Innovation)</td>
<td>38</td>
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<td>267101</td>
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<tbody>
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<tr>
<td>234006</td>
<td>Master Seminar Sustainability: Environmental Cooperation &amp; Networking Perspectives (M1 – Master Program 1st Year)</td>
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<tr>
<td>269063</td>
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<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>241041</td>
<td>Master Seminar Advanced Topics in International Marketing (M2 MK – Master Program 2nd Year)</td>
<td>43</td>
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<tr>
<td>241039</td>
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<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>241040</td>
<td>Master Seminar Advanced Topics in B2B-Marketing (M2 MK – Master Program 2nd Year)</td>
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</tr>
<tr>
<td>241007</td>
<td>Master Seminar Applied B2B-Marketing (M2 MK – Master Program 2nd Year)</td>
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#### Specialized Management Competence - Module Human Resource Management & Organization 1

<table>
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<th>Course Code</th>
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<tbody>
<tr>
<td>266204</td>
<td>Master Seminar Advanced Topics in Organization: Literature and Practice (M2 HR/ORG/JM – Master Program 2nd Year)</td>
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<table>
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<tr>
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<th>Course Title</th>
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<tbody>
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<td>267015</td>
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<tr>
<th>Course Code</th>
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</table>
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Faculty of Business, Economics and Social Sciences

BUSINESS COURSES – BACHELOR LEVEL

Department of International Management

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Instructor</th>
<th>Dates</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>247051</td>
<td>Mag. a Sonja Holm, MSc</td>
<td>Friday, November 3</td>
<td>09:15 – 17:00</td>
<td>HF 9904</td>
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<tr>
<td></td>
<td></td>
<td>Saturday, November 4</td>
<td>09:15 – 15:15</td>
<td>HF 9904</td>
</tr>
<tr>
<td>or</td>
<td>247052 Richard Wan, MGB</td>
<td>Monday, November 20</td>
<td>09:15 – 16:15</td>
<td>ESH 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monday, November 27</td>
<td>09:15 – 16:15</td>
<td>KEP 3</td>
</tr>
<tr>
<td>or</td>
<td>247053 Miriam Altmann, BSc</td>
<td>Saturday, November 11</td>
<td>10:15 – 17:00</td>
<td>HF 9904</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday, November 18</td>
<td>10:15 – 17:00</td>
<td>HF 9904</td>
</tr>
</tbody>
</table>

Lecturers
Mag. a Sonja Holm, MSc, Richard Wan, MGB and Miriam Altmann, BSc (Johannes Kepler University, Linz)

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

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

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

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

Method and Preparatory Assignments
The intensive course consists of two blocked sessions held in English by a lecturer, who is an expert on the topic of intercultural cooperation. Already prior to course start, students conduct an interview with an individual from a culture different from their own cultural background and write a preparatory assignment, which is based on texts available in KUSSS as of semester start (the whole book is available in the university library as well):
Students find all details necessary for their preparatory work in KUSSS about three weeks prior to course start (please make sure your email address in KUSSS is correct).
Assessment and Grading
Attendance is mandatory during both blocked sessions. Assessment is based on (1) an individually-written preparatory assignment, (2) a preparatory interview about cultural differences, (3) a written group paper assigned after the second session, and (4) a concluding individually-written reflection paper. For a positive overall grade students need: positive grades on the preparatory assignment and interview, 100% attendance and active participation during both sessions, a positive grade on the group paper, and a passing grade on the reflection paper. Delays in the hand-in of assignments or weak participation lead to a lowering of the course grade.

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

247005 International Business
Course, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
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<tr>
<td>Monday, October 2</td>
<td>13:45 – 17:00</td>
<td>HS 17</td>
</tr>
<tr>
<td>Monday, October 9</td>
<td>13:45 – 17:00</td>
<td>HF 9901</td>
</tr>
<tr>
<td>Monday, October 16</td>
<td>13:45 – 17:00</td>
<td>KHG I</td>
</tr>
<tr>
<td>Monday, October 23</td>
<td>13:45 – 17:00</td>
<td>HF 9901</td>
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<tr>
<td>Monday, October 30</td>
<td>13:45 – 17:00</td>
<td>KHG I</td>
</tr>
<tr>
<td>Monday, November 6</td>
<td>13:45 – 15:15</td>
<td>HS 9</td>
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Lecturers
Katharina Puchmüller, MSc and Richard Wan, MGB (Johannes Kepler University)

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

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

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

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

Course structure
The course is comprised of five sessions (four academic hours each), followed by a sixth session where the final exam takes place. Throughout the course, a combination of lectures and applied discussions of case studies and / or current events in international business are used to introduce students to the international business environment with its challenges, risks and opportunities. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class contribution in the discussions and group exercises are essential for students to get the full value from the class. Therefore, students are expected to contribute equally to all group-level assignments (e.g. case studies) and display an open, motivated and constructive mindset.
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 1</td>
<td>20 %</td>
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<tr>
<td>Group</td>
<td>Case Study Analysis 2</td>
<td>20 %</td>
</tr>
<tr>
<td>Individual</td>
<td>Short Tests (à 10 %)</td>
<td>20 %</td>
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<tr>
<td>Individual</td>
<td>Final Exam</td>
<td>40 %</td>
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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)

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

**247004 International Market Entry**

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

<table>
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<th>Date/Month</th>
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<td>13:45 – 17:00</td>
<td>HF 9901</td>
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<td>Monday, November 27</td>
<td>13:45 – 17:00</td>
<td>KHG I</td>
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<tr>
<td>Wednesday, November 29</td>
<td>13:45 – 17:00</td>
<td>MT 128</td>
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<tr>
<td>Monday, December 4</td>
<td>10:15 – 17:00</td>
<td>KEP 1</td>
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<tr>
<td>Monday, December 11</td>
<td>13:45 – 15:15</td>
<td>KHG I</td>
</tr>
</tbody>
</table>

**Lecturer**

Mag. Ivana Pereira Goulart, (Johannes Kepler University, Linz)

**Contact**

For handing in assignments, questions or problems please contact: ivana.pereira_goulart@jku.at

**Entry requirements**

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

**Course objectives**

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

**Course Structure**

The course is comprised of six sessions (four academic hours each). 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, case studies, a simulation, group work and in class discussions. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class participation in the discussions and group exercises are essential for students to get the full value from the class. The market entry simulation should give students an opportunity to launch and manage a company in a dynamic, growing, international market and expand its presence regionally throughout Latin America.

The first session of this course will give an overview of why and how firms internationalize. Furthermore, the course organization and administration will take place to give an idea of what students can expect in the course and what is expected of them. As a final step, students will be given their first case study to work on. The following classes will focus on different topics of relevance to international market entry and MNC internationalization so that students will e.g. be provided with insights on selecting different entry modes or how to deal with corporate governance. Concepts and theories are applied in the market entry simulation.

**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 (1 case)</td>
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<tr>
<td>Group</td>
<td>Strategy for expansion in LA</td>
<td>10%</td>
</tr>
<tr>
<td>Group</td>
<td>Simulation Outcome</td>
<td>10%</td>
</tr>
<tr>
<td>Group</td>
<td>Simulation Presentation</td>
<td>10%</td>
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<tr>
<td>Group</td>
<td>Simulation Report</td>
<td>10%</td>
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<tr>
<td>Individual</td>
<td>Written Exam</td>
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<td>Maximum:</td>
<td>100%</td>
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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:

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

**Readings**

In order to prepare for the course, students need to do the pre-course reading, which provides a necessary foundation for the simulation.

All reading material can be found on KUSSS.

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**247009 or 247010 Cross Cultural Management**

Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>247008</th>
<th>Fulbright Professor Martin J. Gannon</th>
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<tr>
<td>Thursday, October 5, 13:45 – 17:00, room: S2 219</td>
<td></td>
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<tr>
<td>Thursday, October 12, 13:45 – 17:00, room: KEP 3</td>
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<td>Thursday, October 19, 13:45 – 17:00, room: KEP 3</td>
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<tr>
<td>Thursday, December 14, 13:45 – 17:00, room: KEP 3</td>
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<tr>
<th>247009</th>
<th>Mag. Sonja Holm, MSc (Johannes Kepler University)</th>
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<tr>
<td>Thursday, October 12, 8:30 – 11:45, room: tba</td>
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<td>Thursday, October 19, 8:30 – 11:45, room: tba</td>
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<td>Thursday, December 14, 8:30 – 11:45, room: S2 219</td>
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**Lecturers**

Mag. Sonja Holm, MSc (Johannes Kepler University)
Fulbright Prof. Martin J. Gannon (California State University San Marcos, USA)

**Entry requirements**

This course is open to international students without further requirements.

**Course Objectives (course Holm; course Gannon largely the same with some modifications)**

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

**Course Content and Structure**

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

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

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

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Two short tests</td>
<td>40 points (20 each)</td>
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<tr>
<td>Two reflective essays</td>
<td>40 points (20 each)</td>
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<tr>
<td>Class participation</td>
<td>20 points</td>
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</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):
Two times during the course, students write a short test (see time table). Each test is based on the preparatory literature of that or the previous session. Duration 15 minutes.

Reflective essays (20 points each):
Students write two individual essays (see time table) – 1000 words (+/- 10%). A reflective essay should ideally combine and integrate the student's personal opinion/experience with what s/he read and learnt in preparation for the session of that particular week. Both essays count equally for the final grade.

Class participation (20 points):
The multicultural composition of the student body allows for cross-cultural learning from each other. Therefore, students are encouraged to actively participate in class discussions and bring in their opinions as well as their expertise related to their own cultures.

Topics and Deadlines

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

247032 Special Topics in International Management – Cross-Cultural Negotiations

Intensifying Course, 2.00 hours, 3.00 ECTS credits

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<tr>
<td>Wednesday, October 4</td>
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<td>Wednesday, October 18</td>
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<td>Wednesday, November 15</td>
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<td>Wednesday, November 29</td>
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<tr>
<td>Wednesday, December 13</td>
<td>13:45 – 17:00</td>
<td>K 009D</td>
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</table>

Lecturer
Fulbright Professor Martin J. Gannon (California State University San Marcos, USA)

Entry requirements

This course is open to international students without further requirements.

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.

Overview

This course utilizes skill-building exercises and assessment tools to help students learn how to improve their negotiating and bargaining skills. The intent is to help students learn to achieve win-win solutions to individual, team, and organizational problems. The critical incidents, cases, readings, and exercises are focused in large measure on cross-cultural issues that arise in the international area. After successfully completing the course, students should be able to:

- Understand the negotiation process, bargaining strategies and tactics, and their effects
- Diagnose their own strengths and areas for improvement in various negotiation areas
- Analyze situations and effectively prepare for a variety of negotiation situations (improve their analytical skills)
- Develop and implement a plan for improving their own negotiation skills
- Obtain feedback from others on improving their negotiation skills
- Improve upon the negotiation situations they experience in everyday life
Grading
The grades for each area below, explained in the syllabus, will be as followed:
Out-of-class negotiation 20%
3 one-question exams, with the lowest grade dropped 30%
Diary or journal 20%
Collecting Nos 15%
Attendance and participation 15%
Total 100%
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).

247006, 247007 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>Course Code</th>
<th>Instructor(s)</th>
<th>Days &amp; Time</th>
<th>Room</th>
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<tr>
<td>247006</td>
<td>Prof. Dr. Werner Auer-Rizzi</td>
<td>Tuesday, 08:30 – 10:00</td>
<td>K 034D</td>
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<tr>
<td>247007</td>
<td>Richard Wan, MGB / Katharina Puchmüller, MSc</td>
<td>Tuesday, 13:45 – 15:15</td>
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<td>from October 3rd, 2017 to December 12th, 2017</td>
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Lecturers
Prof. Dr. Werner Auer-Rizzi, Richard Wan, MGB / Katharina Puchmüller, MSc (Johannes Kepler University, Linz)

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

Contact
For handing in assignments, questions or problems please contact: werner.auer-rizzi@jku.at, richard.wan@jku.at

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

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

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Assessment</th>
<th>Points</th>
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<tr>
<td>Individual</td>
<td>Mid Term Exam</td>
<td>30</td>
</tr>
<tr>
<td>Group</td>
<td>Case studies</td>
<td>20</td>
</tr>
<tr>
<td>Group</td>
<td>Paper</td>
<td>20</td>
</tr>
<tr>
<td>Individual</td>
<td>Final Exam</td>
<td>30</td>
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</tbody>
</table>

Maximum points: 100

For a passing grade you need more than 50 per cent in each one of the categories. For a final passing grade you need to earn at least 60 per cent of the total points. The final grade will be calculated according to the following formula:

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

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

1. an article compendium
Institute of Organization

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

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<tr>
<th>Date</th>
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<th>Room</th>
<th>Topic</th>
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<tr>
<td>Wednesday, October 4</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Introduction: Organization, Creativity, Innovation</td>
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<td>Wednesday, October 11</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Change Processes &amp; Resistance to Change in Org.</td>
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<tr>
<td>Wednesday, October 18</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Individual and Group Creativity</td>
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<tr>
<td>Wednesday, October 25</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Organizational Structure</td>
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<td>Wednesday, November 8</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Leadership and Culture</td>
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<td>Wednesday, November 15</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
<td>Exam</td>
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Lecturer
Univ.-Prof. Dr. in Elke Schüßler (Johannes Kepler University, Linz)

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

Contact
All correspondence is to be directed to “heidelore.binder@jku.at” who will take care of questions. 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%): a multiple choice exam 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.
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
Management Skills: Creative Abilities
Course, 2.00 hours, 3.00 ECTS credits, recommended semester: 3rd and higher

Friday, October 20, 10:15 – 18:00, room: HS 13
Friday, November 17, 10:15 – 18:00, room: KEP 1
Friday, January 12, 10:15 – 18:00, room: BA 9908
Tuesday, November 7, 10:00 – 12:00, Optional date for online coaching
Tuesday, December 5, 10:00 – 12:00, Optional dates for online coaching

Lecturer
DI Thomas Fundneider, MBA (Johannes Kepler University, Linz)

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
   c. Preparing individual activities aiming at enhancing personal creative abilities
3. Online coaching (7.11.17) – optional
4. Date 2 – mandatory
   a. Reflection on individual activities
   b. Adaptation of learning path
5. Online coaching (5.12.17) – optional
6. Preparing insights and experiences in order to present them at date 3 – mandatory
7. Date 3 – mandatory
   a. Story-telling of experiences
   b. Capturing learnings
   c. 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)
  o Selection of activities: courageous and challenging (enabling deep learning and novel experiences)
  o Documentation of activities
- Reflection of insights and learnings – presentation at date 3 (30% contribution for final grade)
266047 Special Topics in Organisation and Innovation - From Idea to Innovation with Business Models
Seminar, 2.00 hours, 3.00 ECTS credits,

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<td>Tuesday, October 10</td>
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<td>Tuesday, November 28</td>
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<td>Tuesday, December 12</td>
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Lecturer
Dr. Michael Gusenbauer (Johannes Kepler University, Linz)

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

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

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

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

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

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


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


OR

266048 Special Topics in Organisation and Innovation – Online Literature Retrieval in Science
Seminar, 2.00 hours, 3.00 ECTS credits, weekly

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<td>Tuesday, October 24</td>
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<td>Tuesday, November 21</td>
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<td>Tuesday, November 28</td>
<td>14:30 – 18:00</td>
<td>ESH 2</td>
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<tr>
<td>Tuesday, December 12</td>
<td>14:30 – 18:00</td>
<td>ESH 2</td>
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</tbody>
</table>
Lecturer
Dr. Michael Gusenbauer (Johannes Kepler University, Linz)

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 worldwide knowledge output and ways of tapping these sources understanding the concept of advanced query techniques. Through their work assignments they will get to know using multiple scientific search engines and knowledge organization tools.

Course content
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) (Piaget, 1952). The knowledge workers 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 techniques and sources.

Students themselves will work on their own knowledge needs that arise especially in their theses work. Hence, they can apply the techniques and tools thought in this course directly in their scientific work. 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 also highly relevant professionally and personally as the occasions extensive knowledge needs arise are diverse.

Grading
- Individual search assignments (process, result)
- Class participation
- Presentation
- Reports

Teaching methods
- Lecture and readings
- Individual assignments to apply techniques
- Coachings
- Presentations and discussions
- Reflection and reporting

Reading [excerpt]

266045 Research Seminar Structures and Behaviour
Seminar, 2.00 hours, 3.00 ECTS credits, recommended semester: 3rd and higher

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<tr>
<td>Tuesday, January 9</td>
<td>11:00 – 18:45</td>
<td>ESH 2</td>
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Lecturer
DI. Dr. Johannes Gartner, Dr. in Daniela Maresch LL.M.

Course objectives
Upon successful completion of the course, the students will understand different qualitative methods to analyze future technologies and their impact. This deeper and holistic understanding will provide a profound basis for the assessment of the short- and long-term consequences of specific technologies and some qualitative methods.
Additionally, the insights generated during this semester will help students to critically assess the argumentations put forth in the public discourse.

**Course content**
Technological innovation continually influences society. At the same time, society accommodates, manages and redirects technological innovation. As a consequence, the social and innovation implications of new technologies have to be assessed in order to derive recommendations for companies and policy makers. In this course, we work on the various techniques employed to make such assessment, spanning from forecasting to integrative technology assessment. We will discuss the aims of these approaches and their limitations.

**Grading**
- Presentations (40%)
- Active participation in the discussions (20%)
- Seminar paper (40%)

**Teaching methods**
- Autonomous research and reading of the literature
- Students’ presentations
- Discussions
Centre for Business Languages and Intercultural Communication

547E52 Seminar Guest Professor English: Managing Across Cultures – An Examination of Culture and Business in the BRIC+South Africa
Seminar, 2.00 hours, 3.00 ECTS credits, intensive sessions

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<th>Time</th>
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<td>17.15 - 20.30</td>
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<td>Tuesday, November 7</td>
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<td>KG 519</td>
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Lecturer
Prof. Larry Gales, PhD (University of Cincinnati, USA)

Course description:
This course will focus on providing you with a foundation of knowledge and analytical skills to understand management in the global business context of the 21st century. We will examine the concept of national culture as it applies to management practice and we will examine sample cultures from several key business environments. It is difficult in any course to cover all countries in a comprehensive manner. Thus, we will focus on the BRIC countries of Brazil, Russia, India, and China plus South Africa. These five countries represent a diverse landscape of opportunities in developing economies. They also represent some of the serious challenges that business face when entering any new market, but especially those in developing countries. Anyone who has followed the situation in the Ukraine and Russia, the challenges of the recent World Cup and Olympics in Brazil, the economic stagnation and political turmoil in India, or the economic slow down and environmental disaster in China can begin to understand the immense difficulties that companies are likely to face in those countries. Moreover, many of the basic concepts and lessons (although not the specifics of the cultures) apply universally and we will also bring in examples and issues from other parts of the world. The objective is to know the correct questions to ask prior to and during any international business encounter.

Course objective
- To understand national culture as described and defined by various scholars
- To understand how culture affects management and business practices
- To develop an analytic framework that will help you understand key attributes of a culture and apply those tools to develop problem-solving strategies for business in other cultures through the use of cases.
- To conduct preliminary research on specific cultures which are key to business in the 21st century.
- To refine your communications (particularly writing) skills in addressing cross cultural management issues.

Course format
We will use a combination of cases and discussion during the class session. I am providing you with a reading list that includes background information for our work, but I generally will not spend too much time lecturing other than in the first class session. My assumption is that you will read the background materials and cases prior to coming to class so that we can focus our class time on the analysis and discussion of the cases, issues and exercises. You will also conduct research related to the specific countries, companies, and industries to inform your discussions and presentations.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, December 5</td>
<td>10.15 - 13.30</td>
<td>KG 519</td>
</tr>
<tr>
<td>Wednesday, December 6</td>
<td>10.15 - 13.30</td>
<td>K 033C</td>
</tr>
<tr>
<td>Thursday, December 7</td>
<td>10.15 - 13.30</td>
<td>K 034D</td>
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<tr>
<td>Monday, December 11</td>
<td>15.30 - 18.45</td>
<td>MZ 003A</td>
</tr>
<tr>
<td>Wednesday, December 13</td>
<td>10.15 - 13.30</td>
<td>K 001A</td>
</tr>
<tr>
<td>Thursday, December 14</td>
<td>08:30 – 11.45</td>
<td>K 034D</td>
</tr>
<tr>
<td>Friday, December 15</td>
<td>10.15 - 13.30</td>
<td>KG 519</td>
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</table>

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

<table>
<thead>
<tr>
<th>54761E Seminar Special Topics English (C2): Strategic Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar, 2.00 hours, 3.00 ECTS credits</td>
</tr>
<tr>
<td>Thursday, October 19, 13:45 – 18:45, room: MT 130</td>
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<tr>
<td>Thursday, November 9, 13:45 – 18:45, room: HS 7</td>
</tr>
<tr>
<td>Thursday, November 16, 13:45 – 18:45, room: MT 128</td>
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<tr>
<td>Thursday, November 23, 13:45 – 18:45, room: MT 130</td>
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<td>Thursday, November 30, 13:45 – 18:45, room: MT 130</td>
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</tbody>
</table>

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

Contact
For questions or problems please contact: wolfgang.schwaiger@fh-steyr.at or wolfgangschwaiger@gmx.net

Entry requirements
Basics of corporate strategic planning, good command of English

Course objectives
Students can
- classify and explain basic concepts and instruments of strategic planning
- understand, critically review and explain new approaches to strategic management
- critically review strategic planning documents and develop strategies by themselves
- understand the main interdependencies between strategy, structure and culture

Course format
Basics of corporate strategic planning (short review)
- New approaches to strategic management
- Strategic risk management
- Strategic management and capital markets
- Strategy, structure and culture
- Case studies: Constantia Flexibles, MAN, AMAG, VA Technologie AG. Comprehensive discussion of interdependencies between strategy, structure, culture and capital markets. Using authentic materials the students work out recommendations for defined issues, these are presented and compared to actual developments.

The course will also include new forms of learning on the basis of systemic consulting and intervention methods

Assessment and Grading
- Final exam: 70% (40 points), 40-38:1, 37-33:2, 32-27:3, 26-21:4, less than 21:5; multiple choice and open questions
- Paper: 20%, Teams prepare a paper and a powerpoint presentation on practical themes of strategic management on a company of their choice, Professional presentation and Q&A
- Participation: 10%, students should be producers of their know-how and not consumers of the lecturer’s knowledge and experience

Attendance
required at all meetings due to the block nature of the course
54771E Case Studies English (C1)
Course, 2.00 hours, 3.00 ECTS credits, weekly

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<tr>
<th>Date</th>
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<th>Room</th>
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<tbody>
<tr>
<td>Friday, October 6</td>
<td>08:30 – 13:30</td>
<td>MZ 412 A</td>
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<tr>
<td>Friday, October 20</td>
<td>08:30 – 13:30</td>
<td>MZ 412 A</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>08:30 – 13:30</td>
<td>MZ 412 A</td>
</tr>
<tr>
<td>Friday, November 24</td>
<td>08:30 – 13:30</td>
<td>HF 9901</td>
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<tr>
<td>Friday, January 12</td>
<td>08:30 – 13:30</td>
<td>MZ 412 A</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

**Reading**
Weekly case preparation for class, to be announced
ECONOMICS COURSES – BACHELOR LEVEL

Department of Economics

239400 Markets and Economic Decision Making
Intensifying Course, 2.00 hours, 4.00 ECTS credits, weekly

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<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Monday</td>
<td>13:45 – 15:15</td>
<td>P 215</td>
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From October 16, 2017 to January 29, 2018

Lecturer
Lorenz Fischer, MSc (Johannes Kepler University, Linz)

Entry requirements
The Intensifying Course « Markets and Economics Decision Making » is intended to be a complementary course to the Course « Markets and Economic Decision Making » (239700 or 2397003, taught in German.) The IC’s emphasis is to provide a deeper understanding of the concept covered in the Course by applying mathematical methods. If students have completed foundations of microeconomics before, they should be able to pass the Intensifying Course “Markets and Economic Decision Making” without attending the Course simultaneously.

Course Content
- Base concepts: markets, supply and demand, elasticities
- Consumer preferences, budget constraint and optimal consumer choice
- Individual and market demand, consumer surplus
- Firms, production function and cost budgeting
- Profit-maximization and competitive supply
- Market supply and producer surplus, market equilibrium
- Welfare aspects of competitive markets
- Monopoly
- Monopolistic competition and oligopoly
- Models by Cournot, Bertrand, and Stackelberg

Course objectives
Students will acquire skills to explore basic problems and topics in the area of microeconomics

Grading
The assessment of this course will be made based on following requirements:
- Practice exercises
- Tests

Required reading
Pindyck / Rubinfeld, Microeconomics, International Edition

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

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<tr>
<th>Day</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>10:15 – 11:45</td>
<td>HS 16</td>
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From October 5, 2017 to January 25, 2018

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, weekly

<table>
<thead>
<tr>
<th>Tuesday, 12:00 – 13:30, room: HS 10</th>
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<tbody>
<tr>
<td>Exam on Wednesday, January 31, 2018, room: HS 1</td>
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<tr>
<td>From October 3, 2017 to January 31, 2018</td>
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</tbody>
</table>

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

239322 Macroeconomics I
Course, 2.00 hour, 4.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Wednesday, 13:45 – 15:15, room: K 269D</th>
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<td>From October 11, 2017 to January 31, 2018</td>
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</table>

Lecturer
Prof. Dr. Landesmann Michael and Mag. Bernhard Schütz (Johannes Kepler University, Linz)
Entry requirements
Students are required to have a good command of English and a good knowledge in the field of micro- and macroeconomics. JKU regular students must have completed the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making” and “Income, Employment and Financial Markets”.

Course content
This course will cover various streams of current macroeconomic analysis
Post Keynesian Economics
Real Business Cycle Theory
New Keynesian Economics

Assessment
2 exams

Required reading
Davidson, P. 2007. John Maynard Keynes, Palgrave, Chapters 1-3, 5, 6, 11
Keynes, J. M. 1997. The General Theory of Employment, Interest, and Money, Prometheus, Chapters 1, 2, 3, 19
Lavoie, M. 2009. Introduction to Post-Keynesian Economics, Palgrave, Chapter 4
Snowdon, B., Vane, H.R. 2005, Modern Macroeconomics, Ch. 2
R.G. King and S.T. Rebelo: Resuscitating Real Business Cycles; in "Handbook of Macroeconomics"
N. Gregory Mankiw and David Romer: New Keynesian Economics, Introduction
David Romer: Advanced Macroeconomics: 4th edition; Chapter 6, Sections 6.1-6.4; 6.6-6.8; Chapter 9; sections 9.9 & 9.10 (the latter deals with financial imperfections); Ch. 7: selection to be decided.
Jordi Gali: Unemployment Fluctuations and Stabilization Policies: A New Keynesian Perspective
W. Carlin and D. Soskice: Macroeconomics and the Financial System: Stability and Instability; Oxford University Press, forthcoming; Chs. 3, 5-7

239329 Economic Growth
Course, 2.00 hours, 4.00 ECTS credits, weekly
Tuesday, 13:45 – 15:15, room: K 153C
from October 3, 2017 to January 30, 2018

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

Entry requirements
Students are required to have a good command of the English language, a good knowledge of mathematics and should have covered basic courses in macroeconomics and microeconomics. JKU regular students must have completed 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 aims
This is a course on the advanced theory of economic growth. As growth in today’s highly interdependent international economy does not take place in an isolated national (or regional) setting, we emphasize in this course the interface between economic growth and international economics. We shall also refer to additional empirical analyses of growth processes.

Course topics

Required reading

**239415 Personnel Economics**
course, 2.00 hours, 3.00 ECTS credits, recommended semester: 4-8, weekly

<table>
<thead>
<tr>
<th>Tuesday, 19:00 – 20:30, room: HS 9</th>
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<tr>
<td>from October 10, 2017 to January 30, 2018</td>
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</table>

**Lecturer**
Lorenz Fischer, MSc (Johannes Kepler Universität, Linz)

**Entry requirements**
Basic knowledge of micro-economics

**Course objective**
The students learn to consider topics in firm organization and human resource management from an economic perspective.

**Course content**
This course covers the main topics of Human Resource Management focusing on the principles of modern Personnel Economics. The main aim of the course will be the discussion of economic (analytic) methods that can explain personnel decisions and organizational structures of firms. Topics covered include recruitment decisions, compensation systems, evaluation and promotion strategies, turnover of workers, downsizing, teamwork, performance pay or training. Throughout the course possible solutions to coordination and motivational problems as well as problems arising from asymmetric information are discussed.

**Reading**
Paul Milgrom and John Roberts: "Economics, Organization and Management", Prentice-Hall, 1992
OTHER COURSES – BACHELOR LEVEL

229006 Politics in Europe
Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

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<tbody>
<tr>
<td>Monday, October 16</td>
<td>17:15 – 18:45</td>
<td>room: T 405</td>
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<tr>
<td>Monday, November 6</td>
<td>17:15 – 18:45</td>
<td>room: T 405</td>
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<tr>
<td>Monday, January 8</td>
<td>17:15 – 18:45</td>
<td>room: T 405</td>
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</table>

An excursion to Brussels will take place from January 10th to January 14th. The costs will be approximately Euro 150.-. Participation is mandatory. Further information will be available through Kusss.

Lecturers
Dr. in Angela Wegscheider (Johannes Kepler University, Linz)
Ilona Negro (EU Commission, DG Communication)

Lecturer
Dr. in Angela Wegscheider (Johannes Kepler University, Linz)
Ilona Negro (EU Commission, DG Communication)

Course aims
The aim of this course is to deepen students’ knowledge about the political institutions, policies and policymaking instruments of the European Union. A study excursion to visit the EU institutions in Brussels is part of the study programme.

On completion of the course, students will have obtained knowledge and skills that enable them:

- to explain the European Union institutions, their functioning, role and emergence in the European Union;
- to analyse select key areas of the European Union policy (e.g. employment policy; social protection; economic and monetary policy; environmental policy; equality; inclusion; etc.).

Course content
The purpose of this course is to get to know the scope and limitations of institutions at EU level. The course investigates the relationship between the EU institutions and developments in select fields of EU legislation and policy programmes.

The course briefly addresses questions about instruments of policy development, like the social dialogue, the open method of coordination, the European Court of Justice and most importantly the contents of the Treaties on the European Union.

Then the course discusses recent contents and challenges in select fields of EU policy. Among other things this part looks at the impact of the Economic and Monetary Union, environmental policy, equality and inclusion policies and the completion of the internal market on national and EU social policies.

Assessment
Students have to work with the literature provided by the instructors, write an essay (7,000-8,000 characters) and take a multiple-choice-test (about basic knowledge about EU institutions).

Grades will be calculated as follows: 50% essays, 20% Test & 30% active participation.

Modes of teaching and examination methods
After three introductory lectures at JKU, there will be a study excursion to Brussels, during which representatives and employees of EU institutions will give presentations. The language during the introduction lectures in Linz is mixed (English and German). The lectures in Brussel will be entirely in English.

Active participation of the students in the discussions is required during the introduction in Linz and during the excursion in Brussels. The participation in the excursion from Wednesday January 10th to Sunday January 14th, 2018 is mandatory.

232424 Work Psychology
Seminar, 2.00 hours, 4.00 ECTS credits, Recommended semester: 3rd and higher, intensive sessions

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Thursday, November 30</td>
<td>09:15 – 11:45</td>
<td>room: S2 044</td>
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<tr>
<td>Thursday, November 30</td>
<td>12:00 – 18:00</td>
<td>room: K 009D</td>
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<tr>
<td>Friday, December 1</td>
<td>09:15 – 18:00</td>
<td>room: K 224B</td>
</tr>
<tr>
<td>Saturday, December 2</td>
<td>09:15 – 18:00</td>
<td>room: K 224B</td>
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</tbody>
</table>

Lecturer
Dr. in Mahsa Dadras (Friedrich-Alexander-University of Erlangen-Nürnberg, Germany)

Contact
mahsa.dadras@yahoo.com
Course objectives

- To provide a general understanding of the origins of work psychology
- To apply theory to real world processes and challenges through in-course activities and discussion.
- To apply what you will learn about work psychology to your own and others’ work

Course content

This course provides an overview of the main fields of work psychology. In this course we will examine the ways that industrial and organizational psychology is applied in the workplace. This seminar will be relevant to those students who hope to develop expertise in the area of work and organizational psychology which is central to ensure productivity and well-being at work in the contemporary organizations. The seminar serves for broadening the knowledge and focuses on topics such as:

- Recruitment and selection
- Communication and conflicts
- Training and development
- Performance appraisal
- Work attitudes and motivation
- Diversity and gender in the workplace
- Leadership and teams
- Occupational stress
- Organizational culture and climate

Assessment

- Reading the review article
- Group discussion plus oral presentation
- Attendance at the Seminar

Literature


236048 Reading Course: Global Studies

Tutorial, 2.00 hours, 3.00 ECTS credits, block dates

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>Monday, October 2</td>
<td>17:15 – 20:30</td>
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<td>Monday, November 6</td>
<td>17:15 – 20:30</td>
<td>P 215</td>
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<tr>
<td>Monday, November 20</td>
<td>17:15 – 20:30</td>
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<td>Monday, December 4</td>
<td>17:15 – 20:30</td>
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<td>Monday, January 15</td>
<td>17:15 – 20:30</td>
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<tr>
<td>Monday, January 22</td>
<td>17:15 – 20:30</td>
<td>P 215</td>
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</table>

Lecturer

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

Contact

For specific questions relating to the course please contact veronika.wittmann@jku.at

Course description

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 article in the seminar.
- Write a comment on the selected article.
- Find another article in a book or scientific journal that deals with your topic.
- Participation in the discussion forums.

Required reading


<table>
<thead>
<tr>
<th>547K03 Comparative Research in Cultural Studies</th>
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<tbody>
<tr>
<td>Course, 2.00 hours, 3.00 ECTS credits, 7 units</td>
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<tr>
<td>Thursday, October 5, 9:15 – 12:45, room: KG 519</td>
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<td>Thursday, October 12, 9:15 – 12:45, room: KG 519</td>
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<tr>
<td>Thursday, October 19, 9:15 – 12:45, room: KG 519</td>
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<td>Thursday, November 16, 9:15 – 12:45, room: KG 519</td>
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<td>Thursday, November 23, 9:15 – 12:45, room: KG 519</td>
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<td>Thursday, November 30, 9:15 – 12:45, room: KG 519</td>
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<tr>
<td>Thursday, December 14, 9:15 – 12:45, room: KG 519</td>
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Lecturer
Mag.² Pamela Hödl (Johannes Kepler University, Linz)

Contact
For handing in assignments and for questions or problems please contact pamela.hoelzl@jku.at

Course objectives
Students will be introduced to different ways of conducting comparative research both by reviewing relevant literature and by conducting a small-scale empirical study. More specifically,

1. Students will critically review and discuss papers on research methods for cultural comparison;
2. Students will conduct some field research related to the course’s content, including search for relevant literature, data collection and data analysis.
3. Students will work in intercultural research teams. Implications for the research process and methods to facilitate the process will be discussed.
4. In in-class presentations students will present their research plans and findings and discuss research methods, problems of research methods and other relevant questions concerning their field research.
5. They will document the research process and their study’s findings in a project report of about 4000 words applying the common standards for academic work and using APA citation standards.

Teaching methods
In-class discussions, critical reading, presentations, written research paper

Course description
The main focus of this seminar will be on

- understanding the principles and methods for comparative research on culture.
- Critical reflection of existing studies and the methods these use
- Gaining hands-on experience by conducting a small-scale study.
- Successful work in a research team

Assessment and Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Literature review</td>
<td>35%</td>
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<tr>
<td>Project report (4000 words)</td>
<td>45%</td>
</tr>
<tr>
<td>In-class presentations</td>
<td>20%</td>
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</table>

Required reading
Literature for in-class discussions is provided by the instructors via KUSSS (http://www.kuiss.jku.at) and is based on the specific topics chosen for each class. Students need to search for additional literature to prepare their project report.
547K04 Theory of Intercultural Communication
Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

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<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Tuesday, October 10</td>
<td>13:45 – 17:00</td>
<td>room: MZ 412A</td>
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<tr>
<td>Tuesday, October 17</td>
<td>13:45 – 17:00</td>
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<td>Tuesday, October 24</td>
<td>13:45 – 17:00</td>
<td>room: MZ 412A</td>
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<td>Tuesday, October 31</td>
<td>13:45 – 17:00</td>
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<td>Tuesday, November 7</td>
<td>13:45 – 17:00</td>
<td>room: MZ 412A</td>
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<td>Tuesday, November 14</td>
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<tr>
<td>Tuesday, November 21</td>
<td>13:45 – 17:00</td>
<td>room: MZ 412A</td>
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**Lecturer**
Dr. Evelyne Glaser (Johannes Kepler University, Linz)

**Contact**
For questions related to the course please contact: evelyne.glaser@jku.at
Students are requested to hand in all written assignments as doc or docx files to this email address.

**Course objectives**
The course intends to provide an insight into different theories of intercultural communication and to enable students to compare various theoretical approaches to this topic. At the same time, it aims at improving the students' understanding of their own culture, of cultural differences, and their interaction skills with representatives from other cultures.

The students will deal with questions of cultural identity and its influence on social relationships. They will learn to recognize the impact of cultural identity on communicative norms within a society, for instance during negotiations or in conflict situations.

**Course contents**
After providing some basic insight into different models of national culture (Kluckhohn and Stodtbeck, Hofstede, Hall, Trompenaars, Schwartz, and House et al.), the course will focus on the impact of culture on intercultural communicative interactions: by looking at different theories of intercultural communication, (e.g. Gudykunst, Wiseman, Nishida, Kim, Gallois, or Ting-Toomey), different topics such as cultural identity and the influence of language on reasoning and cognitive schemes will be discussed. In addition, the course will deal with questions related to cultural differences regarding verbal and non-verbal communication, "face", acculturation, culture-specific communicative behaviour, or the influence of the use of a lingua franca during negotiations or conflict situations. In particular, students will reflect critically on their individual communicative behaviour within their own culture and in other cultures and will thus try to improve their communicative competence when interacting with people from other cultures.

**Teaching methods**
Lectures, literature study, group and pair-work, in-class discussions, reflective activities.

**Assessment**
Cultural autobiography (30 %), written discussion of critical incidents and final reflection (20 %), participation in class (20 %), final test on assigned readings (30 %).

Due to the importance of in-class participation, regular attendance of the course is required.

547K05 Media and Societies in Europe (B2)
Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Wednesday, 08:30 – 10:00</td>
<td>room: MZ 003A</td>
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<td>October 4th, 2017 to January 31st, 2018</td>
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</tbody>
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**Lecturer**
Mag. Maria Christine Pree (Johannes Kepler University, Linz)

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

**Entry requirements**
All students will be expected to have a good command of both written and spoken English. This course is designed for students whose native language is not English.

**Course objectives**
The course provides students with comprehensive insight into the most important media effect theories and the European media landscape. Students will critically analyze the interrelations and correlations between the media and society.
Course contents
Media effect theories as well as current media and socio-political developments in Europe. The course introduces students to the following:

- an overview of the most important media effect theories (agenda setting, spiral of silence, etc.)
- an overview of the European media landscape, particularly a focus on the English-language market
- the so-called "new media", its influence/effects on society and its implementation and instrumental use in politics and business (Internet governance, ethical consequences for individuals and society)

Teaching methods
Lecture, group work, presentations, short presentations, projects

Assessment and Grading
In-class participation; oral and written assignments, continual grading will take place throughout the semester.
BUSINESS COURSES – MASTER LEVEL

Master Program General Management

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

General Management Competence

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

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

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

Lecturer
o.Univ.-Prof. Dr. Franz Strehl MBA, Assoz. Univ.-Prof. in Dr. in 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
Mid-term exam
Final exam
Case Study

Required reading
To be announced in the course

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

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

Tuesday, afternoon, blocked:
(Dates and Rooms to be announced in KUSSS)

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

Course concept
The postgraduate course addresses the theoretical fundamentals of marketing and their applications for problem solving in practice. It is augmented with current trends coming from different perspectives. In detail, different approaches developed in German-speaking and English-speaking marketing sciences are examined and critically reflected. The various sometimes controversial positions are argued with respect to specific marketing phenomena on a strategic and operational level. By this we try to answer the question how well our current approaches are capable to describe and explain important issues, and create solutions for marketing problems. Readings and discussions will be substantial for the course work.
Course objectives
- Reception, understanding and critical debate of fundamental theoretical approaches, and methodological issues in marketing
- Detection of inter linkages of specific scientific marketing domains and the implications for managerial problem solving
- Development of personal competence to enrich and broaden specific scientific perspectives
- Enhancement of personal intellectual, communicative and social skills

Grading
The instructor calculates your grade as follows:
- Contribution to in-class discussion, presentations and completion of Marketing Journey Itinerary (MJI) till end of the semester, due date will be given – satisfactory analysis reflection, 90 points
- Final examination, 60 points
More than 50% of the points are necessary to pass the course

Required reading
Reader of selected articles; provided by lecturer
Background literature:

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

<table>
<thead>
<tr>
<th>Time (8.30 to 11.45)</th>
<th>1. Course Kick-Off and Overview</th>
<th>Week 1, 2 Units</th>
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<tbody>
<tr>
<td></td>
<td>2. Q&amp;A for Prep Stage 1</td>
<td>Week 3, 4 Units</td>
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<td></td>
<td>3. Q &amp; A for Prep Stage 2</td>
<td>Week 5, 4 Units</td>
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<td></td>
<td>4. First Exam for Prep Stage</td>
<td>Week 7, 2 Units</td>
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<tr>
<td></td>
<td>5. L&amp;D 1</td>
<td>Week 9, 4 Units</td>
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<td></td>
<td>6. L&amp;D 2</td>
<td>Week 11, 4 Units</td>
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<td>7. L&amp;D 3</td>
<td>Week 13, 4 Units</td>
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<td></td>
<td>8. Second Exam for Prep and L&amp;D Stage</td>
<td>Week 15, 2 Units</td>
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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-requisite: 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

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Tuesday, October 3rd</td>
<td>12.00 – 13.30</td>
<td>Kick-off</td>
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<tr>
<td>Tuesday, November 14th</td>
<td>10:15-17:00</td>
<td>Lecture</td>
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<tr>
<td>Tuesday, November 21st</td>
<td>10:15-17:00</td>
<td>Lecture</td>
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<tr>
<td>Tuesday, November 28th</td>
<td>10:15-17:00</td>
<td>Lecture</td>
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<tr>
<td>Tuesday, December 12th</td>
<td>15:30-17:00</td>
<td>Exam I</td>
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<tr>
<td>(Tuesday, January 9th)</td>
<td>15:30-17:00</td>
<td>Exam II</td>
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Lecturer
Univ.-Prof. Dr. Wolfgang Helmut Güttel (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 organizational learning and change management. During the course, we answer the questions “Why innovation & change are difficult?”, “Why capabilities lead to path dependency?”, “How firms can overcome path dependency by creating an opportunity space for novelties?”, “How firms can manage their innovation streams?” and “How firms manage 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 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 61 points out of 120 need to be achieved. Attendance is not mandatory but recommended.

**Required reading**

**Compulsory Readings**


**Additional Literature**


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

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**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 |
| November 6th – January 29th |
| (Room 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 (15 minutes) - 15 points
- 2. final exam (60 minutes) - 60 points
- Seminar-Paper (15 pages) - 30 points

Homework - 25 points
- and interactive elements and quizzes (17 points for upgrading, none mandatory)
  o 7 points participation
  o 2 indv. quizzes (3 points each), 1 group-quiz (4 points)

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
  o 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

A (1) = 116 – 130
B (2) = 99 – 115
C (3) = 82 – 98
D (4) = 65 – 81
All else fails

Required Reading

Literature is given in the course.

250047 Master Course Financial Accounting (M1 – Master Program 1st Year)
Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring

Please check course dates in KUSSS! (Wednesdays in Nov. & Dec.; mainly Tuesdays in January)
Mid-term exam December 13th, 2017, 17:15-20:30
Final Exam January 30th, 2018, 18:00-20:30
Please check for latest changes in the KUSSS.

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

Course contents

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

Course objectives

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

Method

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

Required reading

- 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

<table>
<thead>
<tr>
<th>Monday, 13:45 – 18:00</th>
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<tbody>
<tr>
<td>Exam: Thu. 18.01.18, 15:30 – 18:00</td>
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<tr>
<td>Retry Exam: Tue. 30.01.18, 15:30 – 18:00</td>
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<tr>
<td>Rooms to be announced in KUSSS</td>
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Lecturers
Hon. Prof. Dr. Richard Guserl, Assoz.Univ.-Prof. in Dr. in Eva Wagner (Johannes Kepler University, Linz)

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

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

Course Materials
To be announced

Class Format
Study of the various topics will be conducted through lectures and case analyses. Business cases will be discussed in class. Students are expected to have read the assigned material before class. Attendance and participation is necessary.

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

Required Reading
To be announced

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

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

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

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

**Grading**
To be announced

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

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

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

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<tr>
<td>Rooms to be announced in KUSSS</td>
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</table>

**Lecturer**
Univ.-Prof. Dr. Robert Breitenecker (Johannes Kepler University, Linz)

**Course description**
To be announced

**Grading**
To be announced

**Recommended reading**
To be announced

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**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

Dates and Rooms to be announced in KUSSS

**Lecturer**
MMag. Dr. Melanie Wiener MBA (Johannes Kepler University, Linz)

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

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

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

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

**Grading**
The assessment of this course will be made based upon the following requirements:
- Group assignment
- Final exam
For a passing grade at least 50 per cent of the points in each category are required.

**Required reading**
To be announced.

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**241006 Master Seminar Globalization: Network Perspectives (M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Globalization)**

Seminar, 2.00 hours, 4.00 ECTS credits, Fall

| Tuesday, 08:30 – 11:45 blocked |
| Dates and Rooms to be announced in KUSSS |

**Lecturer**
o. Univ.-Prof. Dkfm. Dr. Gerhard A. Wührer (Johannes Kepler University, Linz)

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

**Course objectives**
- Reception, understanding and critical debate of the network perspective of globalization on strategic and operative management level in theory and practice
- Development of methodological skills to study and analyze empirical global network phenomena
- Development of personal competence to enrich and broaden specific scientific perspectives
- Enhancement of personal intellectual, communicative and social skills

**Course concept**
The postgraduate course addresses the theoretical and empirical foundations of network phenomena in a global economy. Production and services are increasingly coordinated across countries and firms. The understanding and analysis of the inter-linkage of global activities of companies and institutions goes beyond the assumptions of traditional systems theory. Actors, resources and activities – the ARA approach as a framework permits a shift in the focus of the study of contemporary global manageral and marketing issues. Globalization itself has an impact on networks and relationships and relationship dynamics, on the other side networks are influencing globalization. By addressing these issues we try to answer the question how well current theoretical, analytical and methodological means are capable to describe and explain important network phenomena, and help to design solutions for global management and marketing problems.

**Grading**
The instructor calculates your grade as follows:
Seminar papers to be prepared for special topics and presented 50 points, final examination 50 points. Students must earn more than 50 % of the total points in order to pass the course.

**Required reading**
Reader of selected articles will be provided by lecturer.

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**239303 Master Seminar Globalization: Politico-economic Perspectives (M2 – Master Program 2nd Year- Entry requirement: Successful completion of Master Course Dimensions of Globalization)**

Seminar, 2.00 hours, 4.00 ECTS credits
Weekly on Tuesdays, 15:30-17:00
(Rooms to be announced in KUSSS)

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

Entry requirements
Successful completion of the Master Course Dimensions of Globalization

Course Structure
The following topics will be covered in this course:

- The European Union in the Global Economy:
  . Europe’s growth and productivity performance in a comparative perspective
  . Europe as a regionalist entity in the global economy
  . The challenge of emerging economies
  . Diversity within the enlarged European Union
- Dynamics of international specialisation and the enlarged European Union
  . North-North and South-North trade patterns
  . Catching-up processes and ‘climbing up the ladder’
  . Regionalist vs. global production networks
  . Goods vs. services trade
- Migration, Labour Markets and Welfare Systems
  . European vs. global migration flows
  . The impact of migration
  . Which effects does globalisation have on labour markets and welfare systems?
  . Integration with institutional diversity?
- The Economic Crisis
  . Causes and historical comparisons of the 2008-2015 economic crisis
  . Specific features of the European Union and the Eurozone
  . Economic policy responses and reform proposals

2 additional topics (depending on the number of students):
- Designs for the Future of the European Union
- Europe’s Foreign Economic Relations

Course objectives
- To provide insights into Europe's position in the global economy
- To familiarize students with the consequences of economic aspects of EU integration
- To provide students with a grounding on economic approaches to regional and global economic integration
- To gain an understanding of the causes and effects of the current financial and economic crisis and its impact on the EU and the EMU

Grading
Students will have to prepare a presentation on one of the (sub-)topics of the course, be an assigned discussant on another sub-topic and write these contributions up in the form a short paper (10-12 pages) and discussant’s comments (4-5 pages).

Required reading
A reading list will be provided at the beginning of the term.
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

281300 Master Seminar Innovation: Entrepreneurial 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

Lecturers
Mag. Florian Minichberger (Johannes Kepler University, Linz)

Entry requirements: Successful completion of Master Course Dimensions of Innovation

Course concept & structure
A business plan aligns an organization's goals, values and activities, to create a sustainable competitive advantage. It focuses on the long-range goals of the business and defines how the goals will be reached. Strategic plans include the definition of missions, visions and objectives, which provide the basic direction and focus of the organization.

This Entrepreneurial Perspectives Master Seminar provides a thorough grounding in how to create, measure and implement a business plan. Students will address the key strategic, planning and budgetary issues for
implementing a successful business plan and have the opportunity to review the initial stages of their own plans using their own real data. The Blended Learning Concept with its phases of presence and distance learning supports students to associate their life and work experience with the previously learned topics in their former studies and especially in the Master course Dimensions of Innovation. Individual and group assignments will gradually guide the students to the competence of creating a full written business plan. Students work together in a collaborative workshop environment to write, review, critique and further develop their business planning as well as writing and communication abilities.

**Course Structure**

Three meetings: Introduction, guidance and final presentations of business model and the business plan

Online platform MOODLE: Discussing of lecture notes, posting of answers to learning questions, hand in areas for single and group assignments

**Course objectives**

On successful completion, students develop a clear method for idea generation and market validation and they know available techniques for opportunity development, understand the elements of a successful business venture, identify the key steps of the business planning process and develop their own business plan. They are able to manage the budgetary aspects of a business plan and to decide how to review and revise the business plan.

**Grading**

80 % written (learning questions, individual tasks, groupwork, business plan)  
20% oral (compulsory group feedback meetings, presentation of the business plan)

**Required reading**


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### 267101 Master Seminar Innovation: Human Resource Perspectives (M2 – Master Program 2nd Year)

**Entry requirement:** Successful completion of Master Course Dimensions of Innovation

**Objectives**

This seminar is designed to develop student’s understanding of models and practice of innovation and organizational learning in a strategic context and the role of HR as enabling and supporting function. The seminar adopts a process perspective to develop understanding of how people in and around organizations advance knowledge and learning. This seminar includes presentation of models, methods and practical work as well as discussions of case studies.

**Course description / structure**

The following topics will be addressed:

- Change of paradigm?: Management and business challenges of the 21st century:
- Management of complexity: Dimensions and approaches;
- Models of organizational knowledge, learning and innovation;
- War of talents and strategic human resources management;
- How to practically support open innovation and collaboration
- Digital leadership in the world of industry 4.0.
Teaching methods
The module will involve a range of teaching strategies including lectures, video clips, individual and group assignments. The module will include opportunities for student interaction and discussion. The modules will also use case studies as well experiments to allow students to make links between theory and practice.

Grading
To be announced in KUSSS

Required Readings
To be announced in KUSSS

Leadership Challenge Sustainability

234124 Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives (M1 – Master Program 1st Year)
Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Blocked course on Thursday:
05.10.2017, 13:45-18:45
09.11.2017, 13:45-18:45
14.12.2017, 15:30-17:00
11.01.2018, 13:45-15:15
18.01.2018, 13:45-18:45
25.01.2018, 12:00-18:45
(Rooms to be announced in KUSSS)

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

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

Course concept
The seminar provides basic knowledge of environmental management accounting including various tools like strategic instruments used in environmental management accounting (e.g. ecologically oriented portfolio analysis and SWOT analysis, eco-efficiency analysis, sustainability balanced scorecard), life cycle assessment (LCA) according to ISO 14040/14044, environmental cost accounting and especially material flow cost accounting (MFCA) according to ISO 14051, 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 (60%)
- Voluntary homework assignments
- Attendance
- Active in-class participation
Students must earn more than 50% of the total points in order to pass the course.

Required reading
Literature will be provided by the lecturer.
Background literature:

234006 Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives (M1 – Master Program 1st Year)
Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

(Dates and Rooms to be announced in KUSSS)

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

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

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

Grading
Grading will be based on the following aspects:
- Presentation: 40 %
- Term paper: 50 %
- Attendance: 10% (minimum attendance required!)

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

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
- Individual 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.
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
Mo. 02.10.17, 15:30 – 17:00
Mo. 13.11.17, 08:30 – 11:45
Mo. 20.11.17, 08:30 – 11:45
Mo. 27.11.17, 08:30 – 11:45

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

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

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

Grading
Participation in class
Presentation and report

Required reading
To be announced

241039 Master Seminar Applied International Marketing (M2 MK – Master Program 2nd Year)
Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

Blocked courses; Rooms will be announced in KUSSS

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

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

Course aim and objectives
Aim: The core aim of this seminar is to enhance the skills of business students (the future managers) in developing successful strategies for international market environments.
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:
  - 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.
  - 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:
  - The students are expected to read the assigned 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 / two students):
  - Necessitates a careful reading, understanding, thinking and combining the knowledge gained through lectures and articles to present a creative paper on the topic chosen,
  - Each peer group works on ONE topic of their choice, prepares a written report about it and presents this with a model.
- Working on company project (in peer groups / two students):
  - Necessitates a “careful choice of a firm” ready to present information about international marketing operations.
  - One export market and one export product / product line is sufficient for the focus of analysis.

Articles: online library of JUL and selected articles distributed
Firms: Students are free to choose the firm they want to analyze

Assignments and Grading:
- Theory paper (on one international marketing topic):
  - Presentation: 10 pts
  - Written report: 25 pts
- Firm Analysis (company project):
  - Presentation: 10 pts
  - Written report: 25 pts
- Exam:
  - Presentation: 30 pts
- TOTAL: 100 pts

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

Specialized Management Competence - Module Marketing & International Marketing 2

<table>
<thead>
<tr>
<th>241040</th>
<th>Master Seminar Advanced Topics in B2B-Marketing (M2 MK – Master Program 2nd Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar, 1.00 hours, 2.00 ECTS credits, Fall and Spring</td>
<td></td>
</tr>
<tr>
<td>Tuesdays, 13:45-15:15, blocked</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Course Structure
The course consists of two major parts. In part I, lectures that are accompanied by class discussions provide the basis for understanding the value-based approach to B2B marketing. The following topics are covered:
- B2B marketing: scope, relevance, and characteristics
- Organizational buying
- Typologies of B2B transactions
- The value concept as cornerstone of B2B marketing
Managing customer benefit
- Price management
In Part II, students are expected to develop and present a case study solution.

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

**Grading**
The assessment of the course will be based on:
- Final exam in class (40%) – 50 percent of total points necessary to reach a passing exam grade
- Quality of the case study solution (40%)
- Case study presentation (20%)
For an overall passing grade, in each of the three assessment categories a passing grade has to be reached.

**Compulsory reading**

**Supportive reading**

<table>
<thead>
<tr>
<th>241007</th>
<th>Master Seminar</th>
<th>Applied B2B-Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>(M2 MK – Master Program 2nd Year)</td>
<td>Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring</td>
<td>Times and rooms/locations to be announced in KUSSS and on <a href="http://www.marketing.jku.at">www.marketing.jku.at</a></td>
</tr>
</tbody>
</table>

**Lecturers**
a. Univ.-Prof. Dr. Thomas Werani (Johannes Kepler University, Linz)
Dr. in. Lisa Niehoff-Höckner, BSc MSc (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 Fronius International GmbH.

**Course Structure**
The seminar has an interactive and application-oriented format. It starts with a kick-off meeting with representatives of Fronius International 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 Fronius.

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

**Grading**
The assessment of the course will be based on:
- Quality of the problem solution/seminar paper (70%)
- Quality of final presentation (30%)
For an overall passing grade, in each of the two assessment categories a passing grade has to be reached.

**Base literature**
**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

**Lecturers**
a.Univ.Prof. Dr. Robert Bauer, Mag. L. Roman Duffner MA, Johannes Kepler University, Linz

**Room**
to be announced in KUSSS

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

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

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

**Course Objectives**

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

**Grading**
To be announced

**Required Readings**
To be announced

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**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 - winter

- Thursday, November 9th, 2017 (10.15 – 17.00)
- Friday, November 10th, 2017 (09.15 – 13.30)
- Thursday, November 30th, 2017 (10.15 – 17.00)
- Friday, December 1st, 2017 (09.15 – 14.30)
- Thursday, January 11th, 2018 (10.15 – 17.00)
- Friday, January 12th, 2018 (09.15 – 14.30)

(Rooms to be announced in KUSSS)
Course objectives
The aim of the course “Leaders, Groups and their Organizational Environment” is the reflection of experiences and theories in the field of leadership. In specific the course addresses the following topics:
- The role of leadership within organizations
- The approaches to explain effects and impact of leadership
- Leading groups
- Becoming a leader
- 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.

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 1

<table>
<thead>
<tr>
<th>247030</th>
<th>Master Seminar Global Strategic Management</th>
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</thead>
<tbody>
<tr>
<td>(M2 HR/ORG/IM – Master Program 2nd Year-first half of semester)</td>
<td></td>
</tr>
<tr>
<td>Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring</td>
<td></td>
</tr>
<tr>
<td>Friday, 06.10.2017</td>
<td>13:45 - 15:15</td>
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<tr>
<td>Friday, 13.10.2017</td>
<td>13:45 - 17:00</td>
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<tr>
<td>Saturday, 14.10.2017</td>
<td>10:15 - 13:30</td>
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<tr>
<td>Friday, 20.10.2017</td>
<td>13:45 - 17:00</td>
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<tr>
<td>Saturday, 21.10.2017</td>
<td>10:15 - 13:30</td>
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<tr>
<td>Friday, 10.11.2017</td>
<td>13:45 - 17:00</td>
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<tr>
<td>Friday, 17.11.2017</td>
<td>13:45 - 15:15 (Exam)</td>
</tr>
</tbody>
</table>

Lecturer
Mag. Johann Dämon-Pflaum (Johannes Kepler University, Linz)

Course objectives
This course aims at developing strategic thinking in a global context. The main objectives of this course are:
- To introduce students to the domain of international strategy and global strategic management;
- To understand the processes of strategy formulation and implementation in a global setting;
- To become aware of competing arguments behind a number of strategic approaches and to find criteria for choosing a specific strategy;
- To comprehend strategic actors' different roles and goals, their agendas, tactics and strategies;
- To learn to work together, to discuss and to decide as a team.
Upon completion of this course, students should have:
- The ability to conduct a strategic analysis in a global setting;
- The skill to select and critically apply analytical frameworks and tools;
- The know-how to obtain and analyze information which will aid decision making;
- The capability to analyze cases which approximate closely to the rapid analysis of global business situations.

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

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

Competing Case Assignment: Each student group is expected to hold one competitive presentation in any of the two competing case sessions. Assignment to groups and sessions will be done in the first lecture. The case assignment consists of two parts: a written case report and the actual presentation (.ppt, .key or .pdf format). These documents have to be submitted to the lecturer at least **three days** before the session and will be made public to the class. Both the verbal presentation and the submitted overall report will be assessed.

No late assignments will be accepted under any circumstances.

Grading

<table>
<thead>
<tr>
<th>Group Level</th>
<th>Individual Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis for Competing Cases (45%)</td>
<td>Written Exam (55%)</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Monday, 04.12.</th>
<th>12:00 – 15:15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 06.12.</td>
<td>12:00 – 15:15</td>
</tr>
<tr>
<td>Tuesday, 13.12.</td>
<td>12:00 – 15:15</td>
</tr>
</tbody>
</table>

Rooms to be announced in KUSSS

Lecturer
Richard Wan, MGB (Johannes Kepler University, Linz)

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

Course Objectives
- To provide an overview and understanding of the company perspective on SIHRM
- To familiarize students with the decisions internationally active companies face with regards to different forms of international assignments
- To identify current developments and trends in international human resource management practice
- To train students in applying theoretical knowledge to business practice
Course Structure
The course covers the following topics: IHRM in the MNC in comparison to traditional HRM, international workforce and international assignments, global talent management, onboarding of international employees, future topics SIHRM.

The teaching language is English. As a seminar, this course is interactive by nature. To be able to contribute effectively to class discussions, students are required to prepare well, i.e. read the assigned texts for each class carefully. Additionally, students are expected to attend all classes and stay for the whole duration of each class. If for any reason a student is not able to meet these requirements, please let me know by email well in advance.

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>Two Short Tests</td>
<td>30 P</td>
</tr>
<tr>
<td>Group case analysis</td>
<td>25 P</td>
</tr>
<tr>
<td>Individual Paper</td>
<td>30 P</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15 P</td>
</tr>
</tbody>
</table>

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

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

Course outline
http://www.jku.at/iim/content/e40042/e311776/

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, Fall and Spring

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Class type</th>
</tr>
</thead>
<tbody>
<tr>
<td>04.10.2017</td>
<td>09:00-10.30</td>
<td>face-to-face</td>
</tr>
<tr>
<td>11.10.2017</td>
<td>09:00-10.30</td>
<td>virtual class via Adobe Pro Connect</td>
</tr>
<tr>
<td>18.10.2017</td>
<td>09:00-10.30</td>
<td>virtual class via Adobe Pro Connect</td>
</tr>
<tr>
<td>25.10.2017 or 26.10.2017</td>
<td>t.b.d.</td>
<td>virtual simulation</td>
</tr>
<tr>
<td>09.11.2017</td>
<td>t.b.d.</td>
<td>virtual simulation</td>
</tr>
<tr>
<td>15.11.2017</td>
<td>09:00-12:15</td>
<td>face-to-face</td>
</tr>
<tr>
<td>29.11.2017</td>
<td>09:00-12:15</td>
<td>AXIS Co-Working Space Tabakfabrik</td>
</tr>
<tr>
<td>06.12.2017</td>
<td>09:00-12:15</td>
<td>virtual class via Adobe Pro Connect</td>
</tr>
<tr>
<td>17.01.2017</td>
<td>09:00-12:15</td>
<td>face-to-face</td>
</tr>
</tbody>
</table>

(please check KUSSS for final times and rooms)

NOTE!
On the VIBu days each student has to be online for 6 hours during the simulation time. Exact times to be discussed in virtual teams. Team composition done by teachers and VIBu facilitators before simulation.

Lecturer
Saskia Langenberg LL.M., Mag. Johann Dämö-Pflaum (Johannes Kepler University, Linz)
Entry requirements

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

Further, successful completion of the course “Global Strategic Management”.

Course structure

The course consists of three different types of classes:

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

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

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

and maybe some more.

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

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

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

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

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

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

Course objectives

- To make students familiar with today's business world, which is becoming more and more global and also virtual.
- To provide students with a learning environment that allows for experiencing the benefits and challenges of multicultural and virtual team work, and to give them a chance to reflect on these experiences intensively.
- To enable students to acquire a holistic picture of activities of an internationally operating company by participating in an online business game over different time zones.
- To give students the opportunity to acquire skills required for virtual collaboration, by both participating in virtual teams and by having online seminars supported by the web conference tool Adobe Pro Connect Meeting.
- To provide a better understanding of different issues regarding internationalization from different perspectives.
Grading
VIBu Assignments 30P
- Individual Reflection I (15P)
- Individual Reflection II (15P)
Web-based group task 40P
Short Tests 30P

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

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

Specialized Management Competence - Module Entrepreneurship 2

<table>
<thead>
<tr>
<th>281001 Master Seminar Advanced Topics of Entrepreneurship Research (M2 – Master Program 2nd Year)</th>
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<tbody>
<tr>
<td>Seminar, 3.00 hours, 6.00 ECTS credits, Fall</td>
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<tr>
<td>Friday, November 4th, 2016, 09:15 – 18:00h</td>
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<tr>
<td>Monday, January 9th, 2017, 09:15 – 18:00h</td>
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<tr>
<td>* Intended dates! Final dates and rooms to be announced in KUSSS</td>
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Lecturer
Univ.-Prof. Dr. Norbert Kailer (JKU)
Univ.-Prof. Dr. Dr. Sascha Kraus (University of Liechtenstein)

Course description and structure
The Master Seminar Advanced Topics of Entrepreneurship Research aims at analysing entrepreneurial core competencies and skills in SME and family businesses. These competencies are analysed on the individual as well as on the team and organisational level. The seminar focusses on phase-specific problems in SMEs (e.g. organisational development, internationalisation, succession). Further topics are relevant entrepreneurial tools and main trends in entrepreneurship research.

Students gain relevant knowledge in order to analyse entrepreneurial competencies and to reflect psychological, pedagogical and sociological aspects of entrepreneurship. Furthermore, the seminar’s goal is to develop the students’ understanding of entrepreneurship research and important trends in theory and practice. Therefore, the students compose a term paper and empirical field work on current research topics in entrepreneurship and intrapreneurship (e.g. networks, internationalisation, innovation, marketing, family businesses, social entrepreneurship etc.). In the first session, a detailed overview on current research topics in entrepreneurship as well as literature search and analysis strategies will be provided. The term papers will be presented at the second session in January.

Course objectives
On successful completion, students
- are able to analyse entrepreneurial key competencies and skills on the individual, team and organisational level.
- are able to analyse phase specific problems in SME (e.g. start-up and development, internationalisation, business succession).
- are able to reflect psychological, pedagogical and sociological aspects of entrepreneurship in general, entrepreneurial learning and development.
- are able to discuss and reflect the most important entrepreneurial tools and their application.
- get in touch with different research topics in entrepreneurship and intrapreneurship and are able to discuss the research themes.

Grading
To be announced
Compulsory attendance is required.
### Advanced Electives – Subject Interpersonal Skills

#### 247041 Master Seminar Intercultural Competence (M1 – Master Program 1st Year)

**Seminar, 2.00 hours, 2.00 ECTS credits**

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(Rooms will be announced in KUSSS)

**Lecturer**

Richard Wan, MGB (Johannes Kepler University, Linz)

**Course structure**

Intercultural competence is best learnt in practice. Therefore, the seminar design is very interactive and builds on the cross-cultural composition of the student body. Be prepared to bring your personal experiences to class and share them with your classmates. During the course we will get to know the other group members’ cultural backgrounds, values and work behavior. There will be room for discussion and reflection in order to facilitate the individual learning process.

There will be a culture simulation allowing students to experience cultural awareness and misunderstandings, cultural learning and integration first hand. An intensive reflection phase rounds off the exercise. Sessions are devoted to models and theories related to intercultural competence. For these sessions, it is absolutely necessary to prepare well, i.e. read the required texts, in order to be able to contribute effectively.

Groups of students conduct projects on seminar-related topics and present their findings in class during the final seminar session. Furthermore, students are asked to write three reflective essays over the course of the seminar in order to deepen their intercultural learning. Such essays should combine and integrate personal opinion/experience with what was learnt in class.

The teaching language is English. Attendance and active participation are required for all students to this seminar in order to ensure valuable and insightful discussions. Students are expected to stay for the duration of the whole class, and attend all classes. If for any special reason a student is not able to meet these requirements, s/he has to contact the lecturer in advance.

**Course objectives**

- To provide students with a learning environment that allows for experiencing the benefits and challenges of intercultural encounters
- To enable students to understand, evaluate and apply different models and theories related to intercultural competence
- To deepen students’ intercultural understanding by helping them reflect on the experiences made in class

**Grading**

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

- Group project 40%
- Three reflective essays (15% each) 45%
- Class participation 15%

For a passing grade you must obtain at least 50 per cent in each of the three categories and at least 60 per cent of the total points.

**Required reading**

The reading package can be purchased at the department secretary's office (Hochschulfondsgebäude, 2nd floor, room 224).
267103 Master Seminar Team Development & Group Dynamics (M1 – Master Program 1st Year)
Seminar, 2.00 hours, 2.00 ECTS credits, Fall and Spring
Dates & rooms to be announced in KUSSS

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

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

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

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

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

Required reading
ECONOMICS COURSES – MASTER LEVEL

239524 Mathematics
Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 10:15 – 11:45, room: K 224B
from October 3, 2017 to January 30, 2018

Lecturer
DDr. Johann Brunner (Johannes Kepler University, Linz)

Course objectives
Students will acquire a better understanding of important mathematical methods applied in economic theory, and how to use them.

Course content
Calculus, optimization theory, interest and growth rates, difference and differential equations, basic concepts of non-cooperative game theory

Methods
Lecture (prepared lecture notes), home and in-class exercises

Grading
Mid-term and final exams

Required reading
Course script (will be available on first course day)

239526 Mathematics
Intensifying Course, 1.00 hour, 2.00 ECTS credits, biweekly

Friday, 10:15 – 11:45, room: K 001A
From October 6, 2017 to January 19, 2018

Lecturer
Dr.in Susanne Pech (Johannes Kepler University, Linz)

Entry requirements
Solid knowledge in microeconomics. The Intensifying course accompanies the course Mathematics (held by Professor Brunner) and should be taken parallel to the course.

Course objectives
The purpose of the Intensifying course is to repeat and practice the mathematical methods discussed in the course 239524 by application to exercises and economic problems. It intends to intensify the knowledge and understanding of essential methods frequently used in economic theory.

Assessment
Active participation in class (Students prepare exercises and present the solutions in class), final written exam

Required reading
Course reader "Mathematics" by Prof. Brunner

More info is available via: http://www.econ.jku.at/Pech/

239406 Game Theory
Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 13:45 – 15:15, room: K 269 D
October 3, 2017 to January 30, 2018

Lecturer
Wolfgang Frimmel Ph.D. (Johannes Kepler University, Linz)
Entry requirements
JKU regular students must have completed the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making” and “Income, Employment and Financial Markets”.

Course objectives
We will learn how to analyse strategic behaviour using game theory, focusing on examples from economics and business. For example, we will examine competition in oligopolistic markets and will analyse likely (and unlikely) outcomes of such competition. In this course we will focus on decision making in economic and business settings, but the ideas of game theory can be applied to almost every situation and are widely used by e.g. psychologists, in political sciences, but also in the natural sciences such as biology. A game in this context is a strategic interaction of players, e.g. competitors deciding about prices. It is highly recommended to attend the accompanying intensifying course.

Content
- The concepts of games: players, actions, strategies, payoffs, preferences.
- The concepts of equilibria: Nash, mixed-strategy, subgame-perfect, Bayesian
- Areas of application: Non-cooperative settings, market structure (Cournot, Bertrand, Stackelberg), cooperative settings (cartels)
- Other theoretical game concepts: dominance, weak dominance, rationalizability, backward induction, best responses

Grading and assessment
Final exam

Required reading
Robert Gibbons, 1992, A Primer in Game Theory
Martin J. Osborne, 2004, An Introduction to Game Theory

Syllabus
http://www.econ.jku.at/3555/

239419 Game Theory
Intensifying Course, 1.00 hour, 2.00 ECTS credits

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Lecturer
Wolfgang Frimmel Ph.D. (Johannes Kepler University, Linz)

Entry requirements
JKU regular students must have completed the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making” and “Income, Employment and Financial Markets”. The intensifying course accompanies the course Game Theory and should be taken parallel to the course.

Course objectives
Students will apply the concepts studied in the KS Game Theory to practical examples in fields of economics and business, e.g. competition in oligopolistic markets or stability of cartels. The Intensifying Course is highly integrated with the course Game theory – it is recommended to attend both courses. It is NOT recommended to attend the intensifying course only, without knowledge about the contents of the course Game Theory.

Content
- Discussion of problem sets
- Further applications of game theoretic models and solution concepts

Teaching method
Discussion Take-home exercises and 2 tests

Grading and assessment
Grading is based on:
• the number of exercises solved
• the quality of student solutions
• test results

Required reading
Robert Gibbons, 1992, A Primer in Game Theory

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239132 Advanced Trade Policy
Course, 2.00 hours, 4.00 ECTS credits

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<th>Tuesday, 08:30 – 10:00</th>
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Lecturer
Dr. Andrea Lassmann (Johannes Kepler Universität, Linz)

Entry requirements
Students should be familiar with basic microeconomics, basic international economics, and basic econometrics. You are strongly advised to attend the first lecture, which provides course basics.

Course objectives
This course is designed for Master students specializing in economics. The course is divided in three parts. The first considers the predictions of the neoclassical trade theories and their implications. The second presents new trade models with imperfect competition, as well as extensions of new trade theories including model with firm-level heterogeneity and gravity equations. The third covers the elements and recent developments of trade policy. The course considers both theories and recent empirical works, as well as a discussion of the relevant methodological issues in measurement and estimation. After this course, you should be able to present theoretical tools used to understand globalization processes, their impact and the associated policies; to discuss the empirical relevance of the major trade theories; and to present the empirical tools used to test international trade theories.

Content
Technology and trade (Ricardian model)
Factor endowments and trade (HO model)
Trade and labor
New trade theories (trade and competition)
Firms in international trade
Gravity equations
Multinational firms: Heterogeneous firms and horizontal FDI
Multinational firms: Contracts and vertical FDI
Introduction to trade policy
The instruments of trade policy
Political economy of trade policy

Teaching methods
Lectures are held weekly, see dates in KUSSS. Online sources, such as slides and transparencies will be made available to students via KUSSS.

Grading and assessment
The grade will be based on an applied group work, ideally involving a short paper presentation (40% of the final grade) and a final exam (60% of final grade).

Required reading
(c) Additional articles that will be made available via KUSSS.

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239507 Advanced Public Economics
Course, 2.00 hours, 4.00 ECTS credits, weekly
Monday, 12:00 – 13:30, room: K 034D
from October 2, 2017 to January 29, 2018

Lecturer
DDr. Johann K. Brunner (Johannes Kepler University, Linz)

Contact
karina.dorfer@jku.at or johann.brunner@jku.at and further information at http://www.econ.jku.at/Brunner/

Entry requirements
JKU regular students must have completed the basic core subjects in Business and Economics including the courses "Introduction to Economics", "Markets and Economic Decision Making" and "Income, Employment and Financial Markets". It is recommended that students have previously attended courses in intermediate microeconomics and mathematics.

Course Goals
Students will learn more about important theoretical models in public sector economics and they will be in a position to critically assess their meaning and significance.

Course Content
Collective goods:
- Samuelson condition,
- Lindahl equilibrium,
- Private contributions
- Clark-Groves mechanism

Theory of externalities
Optimal taxation: Ramsey and Mirrlees model
Pension and public debt: Model of overlapping generations

Grading
Final examination

Course Organization
- Lecture based on course reader, exercises
- Assorted academic texts (made available to students by the course instructor)

239102 Advanced Topics I – The Theory of Incentives
Seminar, 2.00 hours, 4.00 ECTS credits, weekly

Monday, 13:45 – 15:15, room: MT 327
from October 9, 2017 to January 29, 2018

Lecturer
Dr. Matthias Fahn (Johannes Kepler Universität, Linz)

Entry Requirements
A solid knowledge of Microeconomics and Game Theory is required.

Course objectives
In many situations, individuals have diverging interests. An employee rather wants to enjoy his time than to pursue his employer's interests. A customer wants a good product at a low price, whereas the producing firm prefers a price that is as high as possible. Such situations can easily be resolved if all necessary information is verifiable. However, often an employee's effort choice or a customer's valuation is their private information, or contains aspects that are not verifiable. In this course, we analyze optimal (second-best) responses to such situations, where informational or contracting frictions restrict opportunities. We first explore the foundations of Contract Theory and then discuss more recent developments.

Content
Moral Hazard
The Classic Hazard Problem
Limited Liability
Multiple Tasks and Misaligned Performance Measures
Adverse Selection
Informal Incentives
Career Concerns
Relational Incentive Contracts
Grading
Grading will either be based on student presentations or a final exam, depending on participation.

Required Reading
The course is to a large extent based on the respective chapters in these books:

239405 Econometrics II
Course, 2.00 hours, 4.00 ECTS credits, weekly

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Lecturer
Dr. Martin Halla (Johannes Kepler University, Linz)

Entry requirements
JKU regular students must have completed courses Empirische Wirtschaftsforschung and Econometrics I.

Prerequisites
Students should be familiar with basic probability and statistics (e.g. Stock & Watson (2007), chapter 2 or Wooldridge (2004), Appendix B-C) and should have successfully completed a first course in econometrics (OLS, simple and multiple regression analysis etc.)

Course objectives
The course's goal is to provide students with an understanding of advanced econometric models and to enable them to deal with empirical work in a critical manner. The methods taught will provide students with a clear idea on how to undertake their own empirical projects (e.g., Master's thesis) and on how to critically assess empirical research. The course examines selected econometric models and discusses in detail specification, identification, and estimation techniques.

Course content:
Rubin Causal Model, Experimental idea, Instrumental Variables (IV), Two Stage Least Squares (2SLS) estimation, Simultaneous Equations Models (SEM), Local average treatment effects (LATE), Quantile regressions.

Assessment
Class participation, problem sets, final exam.

Required reading

239404 Econometrics II
Intensifying Course, 1.00 hour, 2.00 ECTS credits,

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Lecturer
Dr. Martin Halla, (Johannes Kepler University, Linz)

Entry requirements
This Intensifying Course is designed for students who attend the Course Econometrics II (henceforth CS).

Prerequisites
See the description of the CS.
Course objectives
The Intensifying Course discusses applications of the econometric models discussed in the CS using real-world data and an econometric software package (Stata).

Course Content
See the description of the CS.

Assessment
Homework assignments.

Required reading
Selected chapters of Cameron, A.C. and Trivedi, P.K. (2010), Microeconometrics Using Stata, Revised Edition.

239308 Monetary Economics Theory and Policy
Course, 2.00 hours, 4.00 ECTS credits, weekly
Wednesday, 10:15 – 11:45, room: K012D
from October 4, 2017 to January 31, 2018

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

Entry requirements
This course requires a fundamental knowledge of analytical tools, e.g. difference and differential calculus or optimization under constraints. Students' knowledge of these tools and how to use them will be refreshed through applications in class and occasional homework assignments.

Course objectives
The goal of this course is to familiarize students with the Dynamic General Equilibrium (DGE) Model, the workhorse model for fiscal and monetary policy analysis in modern theoretical macroeconomics. The DGE model represents an attempt to account for the optimizing behavior of economic agents at the household or firm level and its implications for the economy as a whole. As a consequence, it provides the so-called micro-foundations of macroeconomic analysis.

"Modern macroeconomics seeks to explain the aggregate economy using theories based on strong microeconomic foundations. This is in contrast to the traditional Keynesian approach to macroeconomics, which is based on ad hoc theorizing about the relations between macroeconomic aggregates. [...] the economy is portrayed as a dynamic general equilibrium (DGE) system that reflects the collective decisions of rational individuals over a range of variables that relate to both the present and the future."

Michael Wickens (2008, p.1)

This course requires a fundamental knowledge of analytical tools, e.g. difference and differential calculus or optimization under constraints. Students' knowledge of these tools and how to use them will be refreshed through applications in class and occasional homework assignments.

Course Content
1. Introduction: DGE vs. Traditional Macroeconomics
2. The Centralized Economy
3. The Decentralized (Market-Based) Economy
4. The Monetary Economy
5. Imperfectly Flexible Prices
6. The Basic New Keynesian Model
7. Monetary Policy in the New Keynesian Model
8. Monetary Policy Tradeoffs: Discretion vs. Commitment
9. Real Business Cycles, DGE Models, and Economic Fluctuations*
   *depending on how much time remains at the end of the semester

Course material
The course content builds on selected chapters of the following textbooks (in sequence of their importance):

Course organization
On average, there will be a two-hour (90 minute) lecture per week. Part of the lecture time will be used for discussing homework assignments and questions. Course material such as slides and research articles will be available online through KUSSS.

Assessment
Grading will be based on the final exam (70%) and occasional homework assignments (30%).
COURSES - Master program Business Informatics

258401 Data Warehousing
Lecture, 2.00 hours, 3.00 ECTS credits

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<td>October 2nd, 2017 to January 29th, 2018</td>
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Lecturer
Assist.-Prof. Dr. Christoph Georg Schütz (Johannes Kepler University, Linz)

Entry requirements
Knowledge on databases (ANSI-SPARC architecture, UML, relational databases, fundamentals of SQL), 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 able to apply methods and tools for the integration of large amounts of data - particularly business and web data - in a data warehouse. Students know methods and tools for data analysis with data warehouses - particularly OLAP languages. Students know the reference architecture of data warehouse systems, are able to plan, design and implement data warehouse systems.

Subject
Reference architecture of data warehouse systems; multidimensional data model; conceptual, logical and physical design process for data warehouses; extraction, cleaning and storage techniques for business data; languages and tools for OLAP; security aspects; distributed data warehousing; big data analytics

Assessment
Written exam

Required reading
Further reading will be announced each semester.

258405 Data Warehousing
Tutorial, 2.00 hours, 3.00 ECTS credits

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Lecturer
Assist.-Prof. Dr. Christoph Georg Schütz (Johannes Kepler University, Linz)

Entry requirements
Knowledge on databases (ANSI-SPARC architecture, UML, relational databases, fundamentals of SQL), 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 Warehousing

Subject
See Lecture Data Warehousing

Criteria for evaluation
Practical exercises, presentation of case studies, special topics

Methods
The exercises serve to consolidate and deepen understanding of the topics that are taught in the lecture. The students acquire practical skills.

Required reading
Supplementary reading will be announced for each semester.
**COURSES - Master program Management and Applied Economics**

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**239105 Financial Economics and Risk**  
Course, 2.00 hours, 4.00 ECTS credits  

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

**Entry requirements**  
There are no formal prerequisites, basic knowledge in statistics, microeconomics and mathematics is expected.

**Course objectives**  
The course will introduce the students to various topics in financial economics and risk.  
The objective is to introduce students to the fundamentals behind risk and asset pricing. Based on a theoretical understanding more applied topics like bubbles are discussed.  
The goal of this course is to enable students to take well founded decisions in financial markets, to follow the academic debate in finance, and to provide the theoretical background to follow current policy discussions.

**Contents**  
The course covers the theoretical background behind risk, based on decision theory. It provides an introduction into asset pricing and the allocation of risk by financial markets. We will cover the Capital Asset Pricing Model (CAPM) and optimal portfolio theory and assess the underlying assumptions. Finally, the market efficiency and non-rational agents are discussed.

**Assessment**  
Will be announced in the course it may contain: homework assignments, midterm exam, final exam.
COURSES - Master program Statistics

238100 Probability Theory
Lecture, 2.00 hours, 4.00 ECTS credits

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

Course objectives
Knowledge of basic concepts and results in probability theory

Subject
Uni- and multivariate distributions, stochastic dependence and independence
Transformation of random variables
Sums of random variables, convergence concepts, central limit theorem

Assessment
Exam

Required reading

238139 Probability Theory
Tutorial, 2.00 hours, 6.00 ECTS credits

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<th>Wednesday,</th>
<th>12:00 – 13:30</th>
<th>room: S2 Z74</th>
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<td>October 4th, 2017 to January 31st, 2018</td>
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Lecturer
Assoz. Univ.-Prof. in Helga Wagner (Johannes Kepler University, Linz)

Course objectives
Practising the theoretical concepts and methods acquired in the lecture "Probability theory"

Subject
Uni- and multivariate distributions, stochastic dependence and independence
Transformation of random variables
Sums of random variables, convergence concepts, central limit theorem

Assessment
Homework exercises and exam

Teaching methods
Presentation and discussion of homework exercises

Required reading

238204 Stochastic Processes
Combined course, 2.00 hours, 4.00 ECTS credits

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Lecturer
Radoslav Harman, PhD (Comenius University Bratislava)

Course objectives
Basic concepts of Stochastic Processes and Time Series

Subject
Review of probability: Conditional probabilities and conditional expectations
Basic concepts for stochastic processes. Discrete and continuous state and discrete and continuous time stochastic processes
Discrete-time Markov chains
Introduction to point processes, renewal processes, exponential distribution and the Poisson process
MA-, ARMA-, ARIMA- and GARCH processes
Simulation of stochastic processes

Assessment
Exam, presentation of solved homework

Teaching methods
Lecture, discussion of homework

Required reading
Wagner H. Skriptum Stochastische Prozesse und Zeitreihenanalyse
Bailey N.T.J. (1964). The Elements of Stochastic Processes

238104 Statistical Principles of Data Science
Combined course, 3.00 hours, 6.00 ECTS credits

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<td>Monday</td>
<td>12:00 – 13:30</td>
<td>S2 274</td>
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<td>Thursday</td>
<td>12:00 – 12:45</td>
<td>S2 053</td>
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October 2nd, 2017 to January 29th, 2018

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

Course objectives
Students know basic concepts and tools of statistics for data analysis. They can apply methods designed for big data and high dimensional inference and know about pitfalls to avoid in data analysis

Subject
Basic concepts of statistics: estimation, testing, prediction and classification, clustering
Basic statistical tools: frequentist vs. Bayesian inference; common statistical models; model selection and model averaging
Big data and large scale inference: big "n" vs. big "p"; sparse modelling and Lasso; Random forests, boosting, shrinkage and empirical Bayes;
Pitfalls: correlation vs. causation; all models are wrong; garbage in - garbage out; common sources of bias; Simpson's paradox and the perils of aggregating data; data mining, multiple hypothesis testing and the false discovery rate; curse of dimensionality, spurious correlation, incidental endogeneity

Assessment
Homework and written exam

Required reading

238208 Computational Statistics
Combined course, 2.00 hours, 4.00 ECTS credits

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<tr>
<td>Tuesday</td>
<td>15:30 – 17:00</td>
<td>S2 274</td>
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October 3rd, 2017 to January 30th, 2018

Lecturer
Radoslav Harman, PhD (Comenius University Bratislava)

Course objectives
Students learn to understand the theory and the correct application of advanced topics in computational statistics as well as to independently implement and apply selected methods.

Subject
Methods of non-linear optimization, EM algorithm, pseudorandom number generation, MCMC methods, Jackknife and bootstrap, numerical integration

Assessment
Written project reports

Teaching methods
Lecture by instructor
Discussion of the projects, where the solution is presented by the students in a project report
Independent development and application of computational statistical methods
238146 Survival Analysis
Combined Course, 2.00 hours, 4.00 ECTS credits

Wednesday, 10:15 – 11:45 room: S2 044
October 4th, 2017 to January 31st, 2018

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

Course objectives
Students are familiar with the basic concepts of survival analysis and are able to analyse survival data using statistical software, e.g. R

Subject
Basic concepts (censoring, truncation, survival function, hazard rate)
Estimation of survival functions: Life tables, Kaplan Meier estimator
Comparing survival function: Log-Rank test, Wilcoxon test, stratified tests
Accelerated failure time model: specification, parametric survival distributions, estimation, hypothesis testing, evaluating model fit
Proportional hazards model: specification of the Cox model, estimation of regression coefficients and survival function, model checks, stratified Cox model

Assessment
Exam
Project report

Required reading

238147 Biostatistics
Combined Course, 2.00 hours, 4.00 ECTS credits

Monday, 13:45 – 15:15 room: S2 044
October 2nd, 2017 to January 29th, 2018

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

Course objectives
Knowledge of concepts and methods in biological and medical applications

Subject
Basic concepts (incidence, prevalence, specificity, sensitivity, confounding)
Study designs in medical research and epidemiology
Equivalence and non-inferiority tests, multiple testing
Meta-analysis

Assessment
Project report

238102 Applied Statistics
Seminar, 2.00 hours, 6.00 ECTS credits

Thursday, 12:00 – 13:30 room: MT 327
from October 5th, 2017 to January 25th, 2018

Lecturer
Assoz. Univ.-Prof. Dr. Helga Wagner (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. analysis of longitudinal data, missing data analysis, multistate and competing risk models
Assessment
presentation, discussion, written report

Teaching methods
presentations by students
plenary discussion of each presentation

238212 Advanced Regression Analysis
Combined Course, 2.00 hours, 4.00 ECTS credits

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<th>Monday,</th>
<th>08:30 – 10:00</th>
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Lecturer
Mag. DI Dr. Helmut Waldl (Johannes Kepler University, Linz)

Course objectives
Students know theory and methods to perform regression analysis for cross-section and panel data

Subject
linear and generalized linear models
loglinear models for contingency tables
linear mixed models

Assessment
Homework and written exam

Teaching methods
Lecture
Examples prepared and presented by students

Required reading
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  Welscherstraße
WO  Wolfauerstraße