Course Brochure

Faculty of Social Sciences, Economics and Business
Courses taught in English
Fall 2018/19

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Important

Because there might be changes to the schedule, please check KUSSS regularly. Teachers may send out emails, therefore, please ensure that your email address in the KUSSS-system is one that you are checking on a regular basis.
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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

247051 Dr. Grégory Bartel, MBA
Monday, October 8, 10.15 – 11.45, room: MZ 112B
Monday, December 3, 11.00 – 18.00, room: KEP 1
Monday, December 10, 11.00 – 18.00, room: KEP 1

or

247052 Edith Juhász, MSc
Monday, October 15, 12.45 – 13.30, room: tba
Friday, November 23, 9.15 – 17.00, room: HF 9901
Saturday, November 24, 9.15 – 17.00, room: HF 9901

or

247053 Edith Juhász, MSc
Monday, October 15, 12.45 – 13.30, room: tba
Friday, January 11, 9.15 – 17.00, room: BA 9912
Saturday, January 12, 9.15 – 17.00, room: BA 9912

Lecturers
Dr. Grégory Bartel, MBA, Edith Juhász, MSc (Johannes Kepler University, Linz)

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

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

Overview
The module "Managing People and Organizations" consists of a weekly course (held in German) and an intensive course (IK). It provides an introduction to the scientific foundations of personnel and company management with respect to General Management. It is addressed to students who aim to take on a future leadership role that will encompass management responsibilities over: projects, teams, or companies and for people and tasks.

Companies are complex systems encompassed by different types of work in which different individuals (individually or in teams) fulfill different tasks, depend on each other and therefore are able to achieve results which exceed the sum of its parts. Management is understood as a cross-section, which is based on the optimal design of such systems.

The intensive course focuses on the interpersonal competence necessary in the working world. You will be given the possibility to combine knowledge acquisition with experienced learners, practical situations through simulations, and scientific theory.

The intensive course is held in English and may also be taken independent of the lecture, in particular by exchange students.

Course objectives of the intensive course
- To recognize the importance of culture and/or cultural differences when living together and in cooperation in organizations.
- To have a basic understanding for groups, their development and in related processes.
- To be able to integrate this knowledge into your personal experiences, independently and in group situations, and intercultural interactions.

Method
The intensive course consists of two blocks where topics of general work in teams will be introduced. The course is organized by a specialist for this subject area. The IK consists of scientific theory, practical training through simulations and knowledge acquisition combined with behavior-oriented experiences.

**Preparatory self-study**

From the beginning of the semester, texts are made available in the KUSSS (students are also able to find the book, if necessary, in the university library), which students must read before the beginning of the course which serves as the basis for the performance assessment:


**Examination Procedure**

To complete the IK with a positive grade, students must be present for the whole duration of both blocked sessions. The performance assessment includes the pre-questions to be prepared and submitted from the preparatory literature, preparation for the IK by completing the interview with a person of another cultural origin, a written group work after the second blocked session and a final reflection paper. Details will be sent to you approximately three weeks before the start of the IK in the form of a study guide in KUSSS (Ensure your email address is correct in KUSSS as the pre-assignment question will be sent through E-Mail!).

**Grading:**

To complete the IK with a positive grade, the following is required:

- Positive assessment the written preparation
- Full attendance and cooperation at both blocked sessions
- Positive assessment of written group work
- and positive assessment for the reflection paper

The arithmetic mean of the individual grades gives your overall grade for the IK. Late submission of documents as well as insufficient cooperation leads to a lower grade. For organizational reasons, the grades, regardless of the actual date of the IK, will be issued at the end of the semester.

**Additional Information**

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

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**247005 International Business**

Course, 2.00 hours, 4.00 ECTS credits

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Monday, October 1</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Monday, October 8</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Monday, October 15</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
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<tr>
<td>Monday, October 22</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
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<tr>
<td>Monday, October 29</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Monday, November 5</td>
<td>13:45 – 15:15</td>
<td>K 033C</td>
</tr>
</tbody>
</table>

**Lecturers**

Richard Wan, MGB and Dr. Grégory Bartel, MBA (Johannes Kepler University)

**Contact**

For handing in assignments, please submit via the Moodle course website. For questions or problems please contact gregory.bartel@jku.at / richard.wan@jku.at

**Entry requirements**

The course is open to international students.

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

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

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

For a passing grade you need 50% of the points from each assessment and in total at least 60% of the points.
The final grade is calculated as follows (in %):
90-100 (1); 80-89.5 (2); 70-79.5 (3); 60-69.5 (4); 0-59.5 (5)

Readings
We offer a reading package containing all preparatory readings and the case studies for this course. Students are expected to read the texts for each session in advance. The reading package can be accessed on the Moodle course website prior to the beginning of the course. Please note that there are preparatory readings already for the first course session.

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

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

247004 International Market Entry
Intensifying 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>Monday, November 19</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Monday, November 26</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Wednesday, November 28</td>
<td>13:45 – 15:15</td>
<td>HS 6</td>
</tr>
<tr>
<td></td>
<td>15:30 – 17:00</td>
<td>HS 14</td>
</tr>
<tr>
<td>Monday, December 3</td>
<td>13:45 – 17:00</td>
<td>K 033C</td>
</tr>
<tr>
<td>Monday, December 10</td>
<td>13:45 – 15:15</td>
<td>K 033C</td>
</tr>
</tbody>
</table>

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

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

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

Course objectives
- 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 five sessions. International Market Entry is an integrating module that aims to combine theoretical and practical insights into how companies manage international expansion and maintain international operations with the help of strategic management. Building on the knowledge gained in the course “International Business”, we now closely look at the multinational company (MNC) and how it acts and reacts in the global arena. New concepts and theoretical frameworks are learned through an integrated blend of lectures, 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 you 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.

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

For a passing grade you need 50% of the points from each assessment and in total at least 60% of the points. The final grade is calculated as follows:
100 - 90 (1); 89.5 - 80 (2); 79.5 - 70 (3); 69.5 - 60 (4); 0-59.5 (5)

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

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

| Thursday, October 11, 8:30 – 11:45, room: KHG I, Introduction to Culture |
| Thursday, October 18, 8:30 – 11:45, room: KHG I, Cultural Dimensions |
| Thursday, October 25, 8:30 – 11:45, room: KHG I, Cross-Cultural Communication and Negotiation |
| Thursday, November 8, 8:30 – 11:45, room: KHG I, Cultural Acculturation and Adaptation |
| Thursday, November 22, 8:30 – 11:45, room: KHG I, Multicultural Teams and Cross-cultural Conflict |
| Thursday, November 29, 8:30 – 11:45, room: KHG I, Intercultural Exposure and Experiences |

Lecturer
Mag.a Sonja Holm, MSc (Johannes Kepler University)

Entry requirements
This course is open to international students without further requirements.

Course Objectives
The goal of this course is to sensitize students to the issues and challenges involved in cross-cultural (business) encounters, e.g. interactions between managers and subordinates, or between colleagues or business partners of different cultural backgrounds.

Course Content and Structure
The course covers the following topics: Introduction to culture; cultural dimensions; cross-cultural communication and negotiation; cultural adaptation and acculturation; leadership, multicultural teams and cross-cultural conflict; intercultural exposure and experiences.
The course includes six thematic sessions. Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Any missed graded component in the respective session will result in a negative grade.

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

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

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

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

Short tests (20 points each):
Three times during the course, students write a short test (see time table). Each test consists of one question, which is based on the preparatory literature of that or the previous session. Duration is 15 minutes. The best two tests count for the final grade.

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

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

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, October 4</td>
<td>13:45 – 17.00</td>
<td>KEP 3</td>
</tr>
<tr>
<td>Thursday, October 11</td>
<td>13:45 – 17.00</td>
<td>T 406</td>
</tr>
<tr>
<td>Thursday, October 18</td>
<td>13:45 – 17.00</td>
<td>T 406</td>
</tr>
<tr>
<td>Thursday, October 25</td>
<td>13:45 – 17.00</td>
<td>T 406</td>
</tr>
<tr>
<td>Thursday, November 8</td>
<td>13:45 – 17.00</td>
<td>T 406</td>
</tr>
<tr>
<td>Thursday, November 15</td>
<td>13:45 – 17.00</td>
<td>T 406</td>
</tr>
</tbody>
</table>

Lecturer
Edit Juhász, MSc (Johannes Kepler University)

Entry requirements
This course is open to international students without further requirements.

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

Course Content and Structure of Requirements
The course covers the following topics: Introduction to culture; cultural dimensions; cross-cultural communication and negotiation; cultural adaptation and acculturation; leadership, multicultural teams and cross-cultural conflicts; intercultural exposure and experience.

The course takes place from October to November 2018 and includes six thematic sessions. You are expected to attend all sessions, and stay for the whole duration of each session. Students who do not attend 80% of the total class time will automatically receive negative grade. If you have scheduling conflicts, you
must notify the lecturer (Edit Juhász) at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

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

Additionally, issues of

**Requirements and Grading**

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

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

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

**Short tests (20 points each):**

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

**Individual assignment (20 points each):**

Concerning individual assignments you have two options:

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

- **OR**

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

For both assignment you will receive preparation in class.

**Class participation (20 points):**

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

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

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**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</th>
<th>Days</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>247006</td>
<td>Dr. Grégory Bartel, MBA</td>
<td>Tuesday</td>
<td>12:00 – 13:30</td>
<td>BA 9912</td>
</tr>
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<td>From October 2nd, 2018 to December 11th, 2018</td>
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<tr>
<td>247999</td>
<td>Dr. Grégory Bartel, MBA</td>
<td>Tuesday</td>
<td>8:30 – 10:00</td>
<td>K 009D</td>
</tr>
<tr>
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<td></td>
<td>From October 2nd, 2018 to December 11th, 2018</td>
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</table>

**Lecturer**

Dr. Grégory Bartel (Johannes Kepler University, Linz)

**Entry requirements**

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

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

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

Course objectives
At the end of this course, students should be able to:
- Understand the nature of MNCs and the way they operate globally
- Develop a critical understanding of selected current international management issues
- Develop advanced theoretical and practical knowledge of contemporary international management issues
- Develop skills in sourcing and using relevant data to present information in an effective and valuable manner

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

Requirements and Grading
Grading will be based on four categories:

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

Maximum points: 100

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 %):

<table>
<thead>
<tr>
<th>%</th>
<th>grade</th>
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</thead>
<tbody>
<tr>
<td>90 - 100</td>
<td>1 (very good)</td>
</tr>
<tr>
<td>80 - 89.5</td>
<td>2 (good)</td>
</tr>
<tr>
<td>70 - 79.5</td>
<td>3 (satisfactory)</td>
</tr>
<tr>
<td>60 - 69.5</td>
<td>4 (sufficient)</td>
</tr>
<tr>
<td>00 - 59.5</td>
<td>5 (inadequate)</td>
</tr>
</tbody>
</table>

Students who do not reach a passing grade on the final exam will be given a second opportunity.

Class Participation and Attendance Expectations
Active in-class contribution in the discussions and group exercises are essential for students to get the full value from the class. Therefore, students are expected to contribute equally to all group-level assignments and display an open, motivated and constructive mindset.

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

Required reading
In order to prepare for the course, students will be given a reading package. Students need to complete the pre-course reading, which provides a necessary foundation for the classes. The reading pack will be made available online on the Moodle course website.

**Course Structure:**

<table>
<thead>
<tr>
<th>Session</th>
<th>Type of class</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Opening</td>
<td>Course Opening - Introduction</td>
</tr>
<tr>
<td>2</td>
<td>Lecture 1</td>
<td>Structure of Multinational Organizations</td>
</tr>
<tr>
<td>3</td>
<td>Lecture 2</td>
<td>Knowledge Management</td>
</tr>
<tr>
<td>4</td>
<td>Lecture 3</td>
<td>Post-Merger Integration</td>
</tr>
<tr>
<td>5</td>
<td>Lecture 4</td>
<td>Global Competition Between Firms and Nations</td>
</tr>
<tr>
<td>6</td>
<td>Lecture 5</td>
<td>SMEs in International Management</td>
</tr>
<tr>
<td>7</td>
<td>Exam</td>
<td>Exam and Introduction to Seminar Paper Topics</td>
</tr>
<tr>
<td>8</td>
<td>Seminar Paper Meeting</td>
<td>Coordination meeting 1 Seminar Paper</td>
</tr>
<tr>
<td>9</td>
<td>Seminar Paper Meeting</td>
<td>Coordination meeting 2 Seminar Paper</td>
</tr>
<tr>
<td>10</td>
<td>Presentations</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>11</td>
<td>Make-up Exam</td>
<td>Exam Second Opportunity</td>
</tr>
</tbody>
</table>

**247049 Special Topics in International Management: Strategic International HRM: Managing people in multinational cooperations**  
Intensifying Course, 2.00 hours, 4.00 ECTS credits, intensive sessions in January

| Monday, January 14, | 10:15 – 11:45, | room: MZ 112B |
| Wednesday, January 16, | 08:30 – 11:45, | room: tba |
| Thursday, January 17, | 08:30 – 11:00, | room: HF 9905 |
| Friday, January 18, | 08:30 – 11:45, | room: BA 9912 |
| Monday, January 21, | 08:30 – 11:45, | room: K 224B |
| Tuesday, January 22, | 08:30 – 11:45, | room: ESH 2 |
| Wednesday, January 23, | 08:30 – 11:45, | room: ESH 1 |

**Lecturer**  
Jennie Sumelius, Associate Professor (University of Vaasa, Finland)

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

**Contact**  
For questions or problems please contact: jennie.sumelius@uva.fi

**Course objectives**  
This course exposes participants to the challenges related to managing people in an international context. People are considered as one of the most, if not the most, important resources for the competitiveness of firms, and the challenge of effective HRM is greatest in multinational firms with operations in culturally and institutionally diverse environments. Upon completion of the course, participants should understand the link between firm strategy, capabilities and human resources (HR), and the role of HR in managing a global workforce. Further, participants will learn how firms can use HRM practices such as performance management and talent management to manage their human capital globally, as well as facilitate value creation through the means of social architecture and change management.

**Course Structure**  
The course is run as an intensive module across 10 days, and will consist of interactive lectures covering key concepts and theories, practical exercises, and reflection. The students will be required to write three pre-assignments, which will all be graded. Furthermore, the students will work with case exercises in class; these will be done in small groups and form a part of the final grade. Finally, there will be a final course exam/assignment. Student attendance is compulsory throughout, and active participation is encouraged and evaluated. The language used in the lectures, various assignments and the exam is English.

**Requirements and Grading**  
Grading will be based on the following categories:
- Pre-reading assignments & related class exercises (30 points)
- Case exercises (20 points)
- Class activity (10 points)
- Final exam/assignment (40 points)
For a passing grade you need more than 50 per cent of each one of the sub-categories (e.g., you will need a minimum of 20 points from the exam to pass the course). 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 points (5); 60-69 points (4); 70-79 points (3); 80-89 points (2); 90-100 points (1).

**Required reading**
Pre-reading assignments and course literature will be announced.
Institute of Organization

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

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Wednesday, October 3</td>
<td>12:00 – 15:15</td>
<td>HF 9901</td>
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<tr>
<td>Wednesday, October 24</td>
<td>12:00 – 15:15</td>
<td>KEP 3</td>
</tr>
<tr>
<td>Wednesday, November 7</td>
<td>12:00 – 15:15</td>
<td>KEP 3</td>
</tr>
<tr>
<td>Wednesday, November 14</td>
<td>12:00 – 15:15</td>
<td>ESH 3</td>
</tr>
<tr>
<td>Wednesday, November 21</td>
<td>12:00 – 15:15</td>
<td>KEP 3</td>
</tr>
<tr>
<td>Wednesday, November 28</td>
<td>12:00 – 13:30</td>
<td>HS 4</td>
</tr>
</tbody>
</table>

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

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

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

Course objectives
This course aims to provide a comprehensive introduction to the topic of organization and innovation. It hereby brings together three streams of theoretical and empirical inquiry: organizational change, organizational creativity, and innovation research. Students should:
- Become familiar with the history of organization theory and management practices
- Understand the main challenges for innovation and organizational change
- Learn about core models of organizational creativity and innovation
- Learn to take an analytical approach to the study of organizations, drawing on several theoretical perspectives simultaneously
- Become able to critically reflect on contemporary innovation research and practice from an organizational perspective
- Learn techniques used to create and foster innovation and creativity
- Gain ability to act as change agents in the organization

Course contents
The course is structured into a series of 5 modules and an exam. Each module will consist of a variety of teaching methods, including lectures, case discussions and student presentations.

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

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

Readings

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

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<th>Date</th>
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<tr>
<td>Thursday, October 4</td>
<td>10:15 – 18:00</td>
<td>ESH 2</td>
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<tr>
<td>Thursday, November 8</td>
<td>10:15 – 18:00</td>
<td>KEP 3</td>
</tr>
<tr>
<td>Thursday, January 17</td>
<td>11:00 – 18:45</td>
<td>ESH 2</td>
</tr>
</tbody>
</table>

Lecturer
DI Thomas Fundneider, MBA (CEO, theLivingCore)

Context
Research on creative behavior shows that skills for creative problem solving are not something given (i.e. based on genetics), but something that one can learn. Studying twins indicates that different environments and experiences are the main factors responsible for varying performance scores regarding creative abilities. If this holds true, the question becomes how to improve one’s own skills regarding knowledge generation, creativity and innovation. Exploring this question on an individual level and exposing students to new experiences – facilitated and coached by the lecturer– are the core elements of this course.

This course has two streams: (1) in presence/online dates, the lecturer will facilitate and coach the students regarding the goals of this course; (2) between these dates, the students implement identified activities with the aim to improve their creative abilities through deep experiences. Therefore, the course requires students to work and learn in a self-managed and self-directed way.

Course objectives
The main goal of this course is to make students stepping outside of their comfort zone and let them explore new – usually highly valuable– experiences. It is about understanding how every life experience prepares us for the next opportunity. The main learning outcomes of the course are:

- Understanding and experiences how to widen one own´s world view
- Basic understanding of what makes people innovative and creative
- Becoming more confident in trying new things out – dealing with fear that may stop individuals from accomplishing incredible things
- Insights about one´s own skills in contrast to core abilities of highly creative problem solvers
- Practical, hands-on experiences of how to improve one´s own creative thinking and doing skills
- Ability to questions one´s own mental models and (implicit) assumptions
- Ability to reflect in the process of learning and generating new knowledge
- Ability to enter a space of “unknowns”
- Experience and social competences for creative problem solving and innovation work

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

Performance Appraisal
- Attendance (see above dates)
- Preparatory work and poster presentation at date 1 (20% contribution for final grade)
  - Learning/Innovation Journal (50% contribution for final grade)
    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)
266037 Special Topics in Organisation and Innovation – Online Information Retrieval in Science and Practice
Seminar, 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>Tuesday, October 9</td>
<td>16:15 – 19:45</td>
<td>S2 219</td>
</tr>
<tr>
<td>Tuesday, October 16</td>
<td>16:15 – 19:45</td>
<td>S2 219</td>
</tr>
<tr>
<td>Tuesday, October 30</td>
<td>12:00 – 16:15</td>
<td>HF 9901</td>
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<tr>
<td>Tuesday, November 6</td>
<td>12:00 – 16:15</td>
<td>HS 12</td>
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<tr>
<td>Tuesday, November 13</td>
<td>14:30 – 18:45</td>
<td>HT 177F</td>
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<tr>
<td>Tuesday, November 27</td>
<td>14:30 – 18:45</td>
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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 the vast worldwide knowledge output and will be introduced into ways of tapping these rich sources. In particular they will get to know a selection of the most relevant scientific search engines and how to efficiently navigate them. Their understanding will involve a toolbox of advanced search heuristics. Through their work assignments they will get to know first-hand which search engines to choose for exploratory or systematic search tasks. Then, to organize the information identified, students will be familiar with knowledge organization tools like Citavi. All in all, this course is not only relevant for scientific work, but is also applicable for daily information search on the web – may it be finding a new home or a job.

Course 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). The knowledge worker’s search processes greatly differ in the concrete strategies, methods and tools employed.

It is important to understand the fundamental concepts of information retrieval (search and organization), especially in the context of science. In this course we will challenge some of the common methods of retrieving information and expand our understanding of tools, techniques and sources. Students themselves will work on their own knowledge needs that arise especially in their scientific work assignments, such as thesis writing. In this process it is crucial for students to concretize their abstract knowledge needs and iteratively improve their understanding as they learn through searching. Finally, students will present their findings in class. The techniques learned in this course are universal and hence also highly relevant professionally and personally.

Teaching methods
The methods employed in this course include lectures on information as a prerequisite for knowledge, information retrieval, information management as well as information synthesis. Students need to work individually on their information retrieval exercises involving exploratory and systematic searches. They improve their skillsets in information retrieval by exploring different search engines and using advanced search functions. They are asked to present their search findings and discuss the results of their peers. Finally, students are required to reflect on the steps taken in their retrieval approaches and how they can improve on the feedback received.

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

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

OR
### 266048 Special Topics in Organisation and Innovation – Social Innovation and Social Enterprise Models
Seminar, 2.00 hours, 3.00 ECTS credits, weekly

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<tbody>
<tr>
<td>Wednesday, October 3</td>
<td>15:30 – 19:45</td>
<td>HT 177F</td>
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<tr>
<td>Wednesday, October 17</td>
<td>15:30 – 19:45</td>
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<td>Wednesday, October 31</td>
<td>15:30 – 19:45</td>
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<td>Wednesday, November 21</td>
<td>15:30 – 19:45</td>
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<tr>
<td>Wednesday, November 28</td>
<td>15:30 – 19:45</td>
<td>HT 177F</td>
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<tr>
<td>Wednesday, December 5</td>
<td>15:30 – 19:45</td>
<td>HT 177F</td>
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</table>

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

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

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

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

245606 Advanced Production, Logistics and Supply Chain Management:
Transportation Logistics
Intensive Course, 2.00 hours, 3.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Thursday, 10:15 – 11:45;</th>
<th>room: MZ 412A</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 11th, 2018 to January 31st, 2019</td>
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</tbody>
</table>

Lecturer
Prof. Sophie Parragh, PhD (Johannes Kepler University, Linz)

Entry requirements
JKU regular students must have completed at least 21 ECTS credits in the field of Business and Economics, including the courses “Production and Logistics Management”, 4 ECTS or be admitted to the Master Program “Business Informatics”; and either the course “Production”, 3 ECTS or “Logistics and Supply Chain Management”, 3 ECTS.

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

Topic of WS2018: “Transportation Logistics”
Students have a profound knowledge in long-term tactical as well as short-term operational distribution planning, such as parcel delivery, service technician routing and scheduling, city logistics etc.

Course content
Traveling salesman problems, vehicle routing problems, arc routing problems, heuristics, metaheuristics and exact methods, case studies

Assessment and Grading
Exam, completion of assignments

Required reading

Further reading material will be announced.
547457 Global Accounting and Control: A Managerial Emphasis
Course, 2.00 hours, 4.00 ECTS credits, intensive sessions in October

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday, October 8</td>
<td>10.15 - 13.30</td>
<td>KHG 1</td>
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<tr>
<td>Tuesday, October 9</td>
<td>13.45 - 17.00</td>
<td>HS 14</td>
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<tr>
<td>Wednesday, October 10</td>
<td>13.45 - 17.00</td>
<td>BA 9907</td>
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<tr>
<td>Thursday, October 11</td>
<td>17.15 - 20.30</td>
<td>K 112A</td>
</tr>
<tr>
<td>Monday, October 15</td>
<td>17.15 - 20.30</td>
<td>K 112A</td>
</tr>
<tr>
<td>Wednesday, October 17</td>
<td>12.00 – 15.15</td>
<td>MT 226/1</td>
</tr>
<tr>
<td>Thursday, October 18</td>
<td>17.15 - 20.30</td>
<td>HF 9905</td>
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</tbody>
</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

54761E Seminar Special Topics English (C2): Strategic Management
Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>Tuesday, October 2</td>
<td>15.30 - 18.45</td>
<td>MZ 113B</td>
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<td>Tuesday, October 16</td>
<td>15.30 - 18.45</td>
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<td>Tuesday, November 27</td>
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<td>Tuesday, December 4</td>
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Lecturer
Dr. Wolfgang Schwaiger (Johannes Kepler University, Linz)

Contact
For questions or problems please contact: wolfgangschwaiger@gmx.net

Entry requirements
Basics of corporate strategic planning, good command of English. Good command of written and spoken English (C1 level is only required by JKU regular students).

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: 60% (40 points), 40-38:1, 37-33:2, 32-27:3, 26-21:4, less than 21:5; multiple choice and open questions
• Paper: 30%, 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

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**547E52 Seminar Guest Professor English: Social and Sustainable Finance and Entrepreneurship**
Seminar, 2.00 hours, 3.00 ECTS credits, block dates

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Please check KUSSS for updates of room allocations before the respective dates

**Lecturer**
Univ.-Prof. PD Dr. Othmar M. Lehner (Saïd Business School, University of Oxford)

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

**Course orientation**
The questions raised in this course will be (amongst):

- What makes a business sustainable?
- What is a hybrid business model - serving the 3P, People, Planet and Profit?
- How can ESG (Environmental, Social and Governance) factors be measured and reported?
- Is the circular economy a way to move forward or do we need to promote de-growth?
- What is the role of the shareholders and stakeholders using a stewardship theory lens?
- How can institutional theory help us understand impact investing?

We are going to discuss these questions using various angles and topics in a series of individual impulse presentations from students based on practical examples and short research papers.

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

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

**Entry requirements**
All students will be expected to have a good command of both written and spoken English (level C1).
This course is designed for students whose native language is not English.
Contact
For handing in assignments and for questions or problems, please contact: maria.pree@jku.at

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

Course contents
- Language, information-gathering and analytical skills
- Cases related to different aspects of business, economics, politics and culture
- Analysis of written cases and written and/or oral presentation of solutions
- Working in project teams
- Groupwork to practice and enhance discourse and negotiation skills

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

Department of Economics

239032 Markets and Economic Decision Making
Intensifying Course, 2.00 hours, 4.00 ECTS credits, weekly
Monday, 15:30 – 17:00, room: K 269D
October 8th, 2018 to January 28th, 2019

Lecturer
Lorenz Fischer, PhD (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, such as partial analysis, market outcomes in imperfect markets, or optimal decision theory. With a focus on analytical problem solving, covered topics will prepare students for a range of further economics courses.

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

Required reading
Pindyck / Rubinfeld, Microeconomics, International Edition

239418 Managerial Economics
Course, 2.00 hours, 3.00 ECTS credits, weekly
Thursday, 10:15 – 11:45, room: HS 1
from October 4th, 2018 to January 31st, 2019

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

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

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

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

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

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

Reading

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

Tuesday, 12:00 – 13:30, room: HS 10
from October 2nd, 2018 to January 29th, 2019

Exam: first week of February!

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

Wednesday, 13:45 – 15:15, room: K 269D
from October 3rd, 2018 to January 30th, 2019

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 034D
from October 2nd, 2018 to January 29th, 2019

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

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Lecturer
MMag. Dr. Nicole Schneeweis (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

239133 Labour Economics
Course, 2.00 hours, 4.00 ECTS credits, weekly

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

Entry requirements
The following courses are required: “Introduction to business management”, “Introduction to Economics” AND additional positive completion of KS “Managerial Economics” or KS “Personnel Economics”

Course objectives
Overview of the labor market theory with empirical applications.

Course content
Unemployment, employment and income distribution are fundamental questions of economic theory, they are also in the center of the economic-political debate. For example, the impact of new technologies, EU eastward enlargement, migration, etc. It is advantageous to address labor supply and labor demand at the outset because it can be used to build a reference model, e.g. it can provide guidance in analyzing the impact of social programs or shifts in population structure.
Income distribution issues can be analyzed by referring to the human capital theory of Nobel laureate Gary S. Becker, who models the individual education and training decision. However, different wages may also be due to other causes, whether market or non-market: compensating wage differentials due to working conditions, pensions based on wage bargaining with a union, or discrimination. Other topics covered in the course are issues of labor market regulation, unemployment and performance-related pay. In addition to theoretical insights, the course should above all also convey empirical approaches - as far as possible with Austrian examples.

Required reading
OTHER COURSES – BACHELOR LEVEL

547K03 Comparative Research in Cultural Studies
Course, 2.00 hours, 3.00 ECTS credits, 7 units

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<th>Thursday, 9:15 – 12:45, room: BA 9909 from October 4th, 2018 to December 13th, 2018</th>
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Lecturer
Mag. a 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
| Literature review | 35% |
| Project report (4000 words) | 45% |
| In-class presentations | 20% |

Required reading
Literature for in-class discussions is provided by the instructors via KUSSS (http://www.kusss.jku.at) and is based on the specific topics chosen for each class. Students need to search for additional literature to prepare their project report.

229017 Comparative Social Policy for Exchange Students
Seminar, 2.00 hours, 3.00 ECTS credits

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<td>Friday, November 9, 09:15 – 10:00, room: HF 9904 Exam</td>
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<td>Friday, November 9, 10:15 – 13:30, room: HF 9904</td>
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<td>Friday, November 30, 09:15 – 13:30, room: P 215 Discussion of Paper within Group, Retake Exam</td>
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<td>Friday, December 14, 09:15 – 13:30, room: HF 9904 Presentation of Group Work</td>
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<td>Friday, January 11, Deadline Group Work</td>
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Lecturers
Dr. a Bettina Leibetseder, PhD (Johannes Kepler University, Linz)

Contact
For handing in assignments, questions or problems please contact: bettina.leibetseder@jku.at, office hours on appointment

Goals and Program
The course ‘Comparative Social Policy’ seeks to acquaint students with the basic conceptual and theoretical issues of comparative welfare state analysis. The course is divided into two sections: The first part allows students to familiarize themselves with major issues of comparative social policy research, on how differences among social policies can be conceptualized and explained. In addition to the seminal work of Esping-Andersen, other theoretical approaches are presented in the following two sessions, which provide ideas about how to conduct comparative research and to explain different forms of welfare theoretically.

The second part of the course will seek to provide the methodological basis for comparative research. The students will engage with questions about the comparative method, the logical concepts of comparing, and the method of case studies. Furthermore, the aspect of time and path dependency is covered.

Each class is separated in three sections: In the first part, a theoretical input will be given. Subsequently, students will collaborate in groups and debate questions in relation to the main article. Finally, the group findings will be compared in the class.

After that part, students will be equipped with the necessary ideas and concepts and will have to work in groups of three, two or alone, whereby the aim is to analyze the effect of social investment. In the beginning, each group will study a major text and develop a research question. A second meeting will allow the students to debate their ideas with the teacher. In a third meeting, students will present their work in class and then finalize it.

Formalities and Requirements
• Students will be required to discuss and engage in the debate, two classes can be missed.
• The students’ task will be to read the first text mentioned for each class. During the first two classes, it is highly recommended to read at least two texts.
• Hand in of outline of group work (up to two pages), 10% of final mark (within group meeting)
• Hand in of group work (up to eight pages in groups of two or three, four pages alone), 45% of final mark
• Exam – short questions, 45 minutes, 45% of final mark
• Option of up to 10 points for substantive contributions in the wiki

Timetable (contest is still subject to change)
Part I Theories of Comparative Welfare State Research
  • Welfare Regimes – A Typology
  • Different Theoretical Approaches in Explaining Variation
  • Institutionalism – One Theoretical Approach
Part II Comparative Research and Its Methods
  • The Comparative Method
  • Case Studies
  • Longitudinal Dimensions and Policy Diffusion
Part III
  • Social Investment – Research Questions

Readings
OR

547K02 Culture and Language Policies in the EU
Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly
Monday, 9:15 – 11:45, room: MZ 113B
from October 15th to December 10th, 2018

Lecturer
Dr. in Yuliyan Gencheva (Johannes Kepler University, Linz)

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

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

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

- Conceptual terms defined: culture, European cultural space, cultural identity, transculturation; cultural diversity: multiculturalism in Europe; language, language area; dialects and sociolects, standard languages and varieties of speech; socio-lingual aspects (language and society); multilingualism (bilingualism and trilingualism), mother tongue - language of education - (indigenous and "new") minority languages; first & second languages and how they are acquired.
- Institutions within Europe involved in the formulation of a language or cultural policy which serves to develop and expand these concepts (such as the European Commission, the Council of Europe, the European Centre for Modern Languages, the European Language Council, international NGOs).
- Discussion and debate on original documentation (such as White Papers, reports by the High Level Group on Multilingualism, ELAN studies) which define these policies.
- The effects these programs have on education policies and political decision-making in various EU Member States. Criticism of EU policy steps for culture and language. The role of regional and minority languages in regard to cultural identity.
- The role of language in the economy and the progression of the ability to compete.
- Culturally influenced discourse in Europe (language – religion – traditions)

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

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

536200 Interdisciplinary Knowledge and Technologies
Lecture, 2.00 hours, 3.00 ECTS credits,
Wednesday, 10:15 – 11:45, room: MT 127
from October 3rd, 2018 to January 30th, 2019

Lecturer
Dr. in Waltraud Ernst (Johannes Kepler University, Linz)

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

Course objectives
Students get an overview on interdisciplinary accounts in the cultural studies of science and technology development. Students get an overview on different accounts in gender research in science and technology.

Course contents
The lecture gives an overview on central debates and results of gender research in natural and material sciences and engineering. Topics, theories and technological artefacts get analysed, as for example the co-production of gender and technology /science will be discussed: how social ideas on gender become integrated in theories and methods of science and technological development and vice versa.

Teaching methods
Visual and audio presentations of international experts get discussed; preparation necessary.

Assessment
Presence and participation in discussion; reading of the selected literature; written exam on the content of the course at the end.

Reading

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

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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 content
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.

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236048 Reading Course: Global Studies
Tutorial, 2.00 hours, 3.00 ECTS credits, block dates

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Lecturer
Assoz. Univ.-Prof. Dr. 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


547K04 Theory of Intercultural Communication
Intensifying Course, 2.00 hours, 3.00 ECTS credits, weekly

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<td>Friday, December 14</td>
<td>10:15 – 13:30</td>
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Lecturer
Dr. Ilse Born-Lechleitner (Johannes Kepler University, Linz)

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

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.

<table>
<thead>
<tr>
<th>232424 Work Psychology</th>
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<tbody>
<tr>
<td>Seminar, 2.00 hours, 4.00 ECTS credits, Recommended semester: 3rd and higher,</td>
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<td><strong>Date</strong></td>
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<td>Friday, October 19,</td>
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<td>Friday, December 7,</td>
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<td>Thursday, December 13,</td>
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**Lecturer**
Dr. Carrie Kovacs (Johannes Kepler University, Linz)

**Contact**
carrie.kovacs@jku.at

**Entry Requirements**
No entry requirements

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

**Course content**
This course deals with the ways in which psychological theories and methods can help us better understand the behaviors, attitudes and emotions of people in work-related contexts. Topics include
- Personnel assessment & selection
- Assessing performance at work
- Work-related attitudes such as job satisfaction or commitment
- Motivation to work and job design
- Stress and well-being at work
- Groups, teams and teamwork

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

**Assessment / Examination**

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

**Full course attendance is required!**

**Literature**
Changing selection of empirical research articles
BUSINESS ADMINISTRATION – MASTER LEVEL

Master Program General Management

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

General Management Competence

269060 Master Course Creating Strategic Advantages (M1 – Master Program 1st Year)
Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring
Thursday: 08:30-11:45 (alternating with Master Course Organization)
(Rooms to be announced in KUSSS)

Lecturer
Assoz. Univ.-Prof. Dr. Ahu Genis-Gruber, Mag. Wolfgang Berger MBA (Johannes Kepler University, Linz)

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

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

Grading
To be announced in the course

Required reading
To be announced in the course

241033 Master Course Dimensions of Marketing Theory and Managerial Application (M1 – Master Program 1st Year)
Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring
Dates and Rooms to be announced in KUSSS

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

Course content
The course addresses the theoretical fundamentals of marketing and their application in practice, augmented with current trends dealing with the perspectives of advancement of the different theoretical approaches. In detail, the different approaches of marketing science are examined. Which controversial positions are argued with respect to the detailed marketing phenomena und which propositions considering foundation and application of marketing knowledge have been stated by the exponents of the different approaches over time. The content will be provided in an interactive manner. Lectures, presentations, and discussions of material will be the basis of the course.

Course objectives
The Master Course Dimensions of ‘Marketing Theory and Managerial Application’ builds upon the basic marketing knowledge that has been imparted in the bachelor programme. This knowledge is deepened by
giving the students an overview of the state of the art and trends of the philosophy of science and the methodological discussion in marketing science. The widespread specialist literature is considered, dealing with original resources so that students are enabled to integrate the different theoretical approaches of marketing and to understand their commonalities and characteristics.

**Grading**
To be announced in the course

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

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

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

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

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

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

**Course Contents**

1. Prep Stage
   - Behavioral and Cognitive Foundations for Organizing

2. L&D Stage
   - Organization Design Theories
   - Institutional Theory
   - Economic Approaches to Organizing
   - Special Topics

**Teaching**
This is a 6 ECTS Course (=150 hours workload) with only (non-mandatory) 2 Semester-Hours (=25 hours) Course time. This means that the main part of the workload will be self-study of the readings!!!
Lectures can only cover some fraction of the required content. Therefore class time should be utilized for asking questions to instructor/s!

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

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

267014 Master Course Advances in Strategic Change and Learning
(M1 – Master Program 1st Year)
Course, 2.00 hours, 6.00 ECTS credits, Fall and Spring
(Dates and Rooms to be announced in KUSSS)

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

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

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

Grading
In order to pass the course at least 46 points out of 90 need to be achieved. Attendance is not mandatory but highly 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
(Rooms to be announced in KUSSS)

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

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

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

**Grading**

- 2 written examinations
  - 1. mid-term exam (15 minutes) – 15 points
  - 2. final exam (60 minutes) – 60 points
- Homework – 55 points
- and quizzes (20 points for upgrading, none mandatory)

130 points max. can be reached, 65 points (50 %) of which and a positive grade on all parts to be graded are needed to pass the course

- Homework points are points toward the 50 % necessary to pass the course, while interactive points in-class serve only to up-grade the final grade

**Required Reading**

Literature is given in the course.

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**250047 Master Course Financial Accounting**

**201 – Master Program 1st Year**

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

**Dates and Rooms to be announced in KUSSS!**

**Lecturer**

Mag. Hannes Hofbauer (Johannes Kepler University, Linz)

**Course objectives**

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

**Course contents**

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

**Method**

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

**Required reading**

- Selected International Financial Reporting Standards (IFRS) in the latest edition (will be provided for download in KUSSS)
- Selected articles referring to current topics in accounting (will be provided for download in KUSSS)

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

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

**Monday, 13:45 – 18:00**  
Rooms to be announced in KUSSS

**Lecturers**
Hon. Prof. Dr. Richard Guserl, Assoz.Univ.-Prof. Dr. 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. Dr. Elke Schüßler (Johannes Kepler University, Linz)

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

**Course content**
- The logic behind qualitative research  
- Different qualitative research designs  
- Different methods of qualitative data collection and analysis  
- Applying and reflecting about selected methods in a research project
Course objectives
- Have an overview of qualitative research methods
- Understand the potentials of and conditions of use for qualitative research methods
- Understand the typical biases which tend to affect a qualitative study
- Learn how to design and conduct a qualitative study

Grading
To be announced

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

266000 and 266018 Master Seminar Quantitative Research Methods
(M1 – Master Program 1st Year)
Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring

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

Course description
This course expands your knowledge of quantitative research methods. After the completion of the course, you are able to set up a quantitative research design and justify your choice of method. You are aware of different data collection tools in the quantitative research setting and are able to articulate respective advantages and disadvantages. You know the necessary steps and are able to prepare the data to conduct a statistical data analysis. You are able to apply selected statistical tests and you know how to report statistical results and interpret them correctly. Practical exercises are carried out in LimeSurvey and SPSS.

Prerequisites & additional information
- Basic understanding of quantitative research methods and statistics is recommended. Without prior knowledge, catching-up is necessary, yet possible given your commitment.
- Seminar advocates an experience-based learning environment.
- Install SPSS on your laptop to be able to do run it when we need it in the course.

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

Recommended reading


Additional literature will be announced in moodle and in the course
Leadership Challenge Globalization

269061 Master Course Dimensions of Globalization
(M1 – Master Program 1st Year)
Course, 2.00 hours, 4.00 ECTS credits, Fall and Spring
Dates and Rooms to be announced in KUSSS

Lecturer
Mag. Philipp Kranewitter (Johannes Kepler University, Linz)

Course concept
The course aims at providing students with an introduction to globalization, building upon today’s globalization drivers, as well as preceding phases of the globalization process. The course provides insights into different dimensions of globalization such as economic, environmental, social, technological and cultural. In addition, it deals with different points of view and criticism of globalization. Students focus on main concepts regarding economic development and key economic characteristics of the recent globalization process. Thus, they obtain a better understanding and awareness of the economic and social impact of globalization including topics such as cultural diversity, cultural change and ethics in global business. The course also aims at fostering a deeper understanding of the EU, the European integration and international economic institutions.

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

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

Required reading
To be announced.

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
- Migration, Labour Markets and Welfare Systems
. European vs. global migration flows
. The impact of migration
. Towards an EU-wide migration and refugee policy?
. Which effects does globalisation have on labour markets and welfare systems?
. Integration with institutional diversity?
- The 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 recent 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

<table>
<thead>
<tr>
<th>Lecturers</th>
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<tbody>
<tr>
<td>Univ.-Prof. Dr. Matthias Fink, a.Univ.-Prof. Dr. Robert Bauer (Johannes Kepler University, Linz)</td>
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</table>

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

267101 Master Seminar Innovation: Human Resource Perspectives
(M2 – Master Program 2nd Year Entry requirement: Successful completion of Master Course Dimensions of Innovation)
Seminar, 2.00 hours, 4.00 ECTS credits, Fall
(Dates and Rooms to be announced in KUSSS)

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<tr>
<th>Lecturer</th>
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<tr>
<td>Univ. Prof. Dr. Stefan Güldenberg (University of Liechtenstein)</td>
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Entry requirements
Successful completion of the Master Course Dimensions of Innovation

Course objectives
This seminar is designed to develop student’s understanding of theory and practice of knowledge management and organizational learning in a strategic context. The seminar adopts a process perspective to develop understanding of how people in and around organizations advance knowledge and learning. Theoretical understanding will be used to analyze real world challenges like globalization and digitalization and to design effective interventions. The seminar includes presentation of theories, methods and discussion of case studies.

Course description / structure
The following topics will be addressed:
- key management challenges of the 21st century
digital strategy and knowledge management
- theories of organizational knowledge, learning and innovation;
- the future of work and knowledge worker productivity;
- strategic human resource management

Teaching methods
The module will involve a range of teaching strategies including lectures, videos, individual and group assignments, and directed reading. The module will include opportunities for student interaction and discussion. The modules will also use case studies and interactive group exercises to allow students to make links between theory and practice.

Grading
To be announced in KUSSS

Required Readings
To be announced in KUSSS

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

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<th>Date</th>
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<tbody>
<tr>
<td>Tuesday, Oct. 11th</td>
<td>17:15 – 18:45</td>
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<tr>
<td>Tuesday, Dec. 13th</td>
<td>17:15 – 18:45</td>
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<tr>
<td>Tuesday, Jan. 17th</td>
<td>17:15 – 18:45</td>
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Rooms to be announced in KUSSS

Lecturer
Mag. Dr. Florian Minichberger, MA (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
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:
11.10.2018, 13:45-15:15
18.10.2018, 13:45-18:45
22.11.2018, 13:45-18:45
10.01.2019, 13:45-18:45
17.01.2019, 13:45-18:45
24.01.2019, 12:00-18:45
(Rooms to be announced in KUSSS)

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

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

Course concept
The seminar provides basic knowledge of environmental management accounting including various tools like strategic instruments used in environmental management accounting (e.g. ecologically oriented portfolio analysis and SWOT analysis, eco-efficiency analysis, sustainability balanced scorecard), life cycle assessment (LCA) according to ISO 14040/14044, environmental cost accounting and especially material flow cost accounting (MFCA) according to ISO 14051, environmental indicators and also related topics like sustainability reporting. Students will be in a position to theoretically apply selected tools of environmental management accounting and learn how to interpret and critically reflect the results. An overview of environmental management accounting will be given by the lecturer and students will intensify their knowledge by reading relevant and selected literature. The main part of the seminar will consist of producing a seminar paper and a presentation of the research results. Hereby, students will work on specific topics of environmental management accounting in groups and learn how to work efficiently within a team. An interactive simulation game for implementing environmental performance indicators in a specific company concludes the seminar.

Grading
- Midterm exam (40%)
- Preparation and presentation of a seminar paper (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

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

Lecturer  
MMag. Johanna Söllradl (Johannes Kepler University, Linz)

Course objectives  
- Gaining in-depth knowledge in a specific field of sustainability  
- Evaluation of the potentials and barriers of environmentally-orientated behavior by implementing different qualitative methods  
- Conduction of a qualitative study on a specific environmental subject  
- Insight into and understanding of the pros and cons of different qualitative research methods  
- Producing a final report for a research project  
- Enhancement of personal intellectual, communicative and social skills

Course concept  
On the basis of an environmentally-relevant topic the students will learn different techniques and practices of how to conduct qualitative or quantitative research. Therefore, the collection and analysis of qualitative/quantitative data is necessary. In order to gain relevant data the students will practically implement different types of qualitative research (e.g. interviews, group discussions, diary method, questionnaires). Discussions about the logic behind qualitative/quantitative research studies will take place and the students will have to apply their acquired knowledge in a research project. The main parts of the seminar will be the conduction of a qualitative/quantitative study, the composing of a final report as well as the presentation of the main results and solutions they derived from their study. Therefore, students will work in small groups of 2-4 Master level students and learn how they can contribute their knowledge and experience to a team in an efficient and effective way.

Grading  
Grading will be based on the following aspects:  
- Presentation of environmentally-relevant subjects (topics will be defined and announced in the first course session)  
- Short test  
- Preparation and Presentation of a Research Project (final report; presentation; including quality of research and analysis)  
- Attendance and Project Management!  
- Active In-class Participation

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

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

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

<table>
<thead>
<tr>
<th>Wednesday, 13:45-15:15</th>
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<tbody>
<tr>
<td>Rooms to be announced in KUSSS</td>
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</table>

**Lecturer**

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

**Seminar objectives**

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

**Seminar concept**

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

**Grading**

The assessment of this seminar is made based upon the following requirements:
- Group assignment
- Final exam

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

**Required reading**

To be announced.

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**Specialized Management Competence - Module Marketing & International Marketing 1**

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

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

Dates and rooms to be announced in KUSSS

**Lecturer**
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. Dr. Katharina Hofer, Head of the Department of Marketing for Emerging Markets at the Institute of Retailing, Sales and Marketing, Johannes Kepler University Linz

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

Course aim and objectives
Aim: The core aim of this seminar is to enhance the skills of business students (the future managers) in developing successful strategies for international market environments.
Objectives:
- to improve the critical thinking of the students about various countries, markets and sectors,
- to present a perspective to the international business environment,
- to understand the international market conditions and challenges for marketing mix strategies

Teaching, Theory Development, Company Analysis
- Interactive lecturing and learning is emphasized for the theoretical knowledge:
  - 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 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):
  - 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.
- Working on company project (in peer groups):
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.


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

Specialized Management Competence - Module Marketing & International Marketing

241040 Master Seminar Advanced Topics in B2B-Marketing (M2 MK – Master Program 2nd Year)
Seminar, 1.00 hours, 2.00 ECTS credits, Fall and Spring

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

Course Objectives
Students are supposed to develop conceptual frameworks necessary to solve practical marketing problems in business-to-business (B2B) markets that are provided by 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, followed by several meetings with the lecturer aimed at supporting students in developing an adequate conceptual framework for the respective marketing problem. This framework will also be part of a final presentation held at Fronius International GmbH.

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

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

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

Base literature
241007 Master Seminar Applied B2B-Marketing (M2 MK – Master Program 2nd Year)
Seminar, 2.00 hours, 4.00 ECTS credits, Fall and Spring

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

Lecturers
a. Univ.-Prof. Dr. Thomas Werani (Johannes Kepler University, Linz)
Mag. Lisa Schmidt (Johannes Kepler University, Linz)

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

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

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

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

Base literature

Specialized Management Competence - Module Human Resource Management & Organization 1

266204 Master Seminar Advanced Topics in Organization: Literature and Practice (M2 HR/ORG/IM – Master Program 2nd Year)
Seminar, 3.00 hours, 6.00 ECTS credits, Fall and Spring

Rooms to be announced in KUSSS

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

Topic
Innovation has become a ubiquitous, if not inflationary, term and yet very little is known about how ‘the new enters into the world’. For the most part, innovation management has focused on mitigating innovation risks and keeping the unknown in check — a most necessary yet gravely insufficient agenda for management and organization in the 21st century, where continuous renewal of products, services, business models and organizations has become a business essential.
This seminar focuses on two critical aspects of creativity in organizational contexts: creative processes, that is known procedures (or systems) likely to yield unknown high-quality outcomes, more specifically, results that prove both new and valuable; and creative people, that is individuals who appear as the (often sustainable) source of exceptionally creative ideas, where ‘creative’ again refers to the astonishing blend of new and valuable.

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

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

**Grading**
To be announced

**Required Readings**
To be announced

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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)

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

(Dates and Rooms to be announced in KUSS)

**Lecturer**
Assoz. Univ.-Prof. Dr. Barbara Müller

**Course objectives**
The aim of the course “Leaders, Groups and their Organizational Environment” is the reflection of experiences and theories in the field of leadership. In specific the course addresses the following topics:
- The role of leadership within organizations
- Becoming a leader – Developing leader identity
- Leading groups
- Reflecting on leadership challenges
- The approaches to explain effects and impact of leadership

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

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

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

**Required reading**
Selected Chapters of

**Specialized Management Competence - Module Global Strategic Management 2**

247030 Master Seminar Global Strategic Management  
(M2 HR/ORG/IM – Master Program 2nd Year-first half of semester)  
Seminar, 2.00 hours, 3.00 ECTS credits, Fall and Spring

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<tr>
<td>Tuesday, 02.10.2018</td>
<td>8:30 – 11:45</td>
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<tr>
<td>Tuesday, 09.10.2018</td>
<td>8:30 – 11:45</td>
<td>MZ 005A</td>
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<td>Tuesday, 16.10.2018</td>
<td>8:30 – 11:45</td>
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<td>Tuesday, 23.10.2018</td>
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<tr>
<td>Tuesday, 30.10.2018</td>
<td>8:30 – 11:45</td>
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<td>Tuesday, 06.11.2018</td>
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For changes of rooms, please check KUSSS prior to each class!

**Lecturer**
Edit Juhász MSc (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 you 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, you 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 you 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. You are expected to analyze the case within your working group before coming to class and to prepare a Power Point presentation summarizing your 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. You 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, 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>
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<tr>
<th>Group Level</th>
<th>Individual Level</th>
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<tr>
<td>Analysis for Competing Cases (45%)</td>
<td>Written Exam (55%)</td>
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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

Dates and 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:

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<tr>
<td>Two Short Tests</td>
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<tr>
<td>Group case analysis</td>
<td>25 P</td>
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<tr>
<td>Individual Paper</td>
<td>30 P</td>
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<tr>
<td>Class Participation</td>
<td>15 P</td>
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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 will be made available through the Moodle course website.

Course outline

Specialized Management Competence - Module Entrepreneurship 2

281001 Master Seminar Advanced Topics of Entrepreneurship Research (M2 – Master Program 2nd Year)
Seminar, 3.00 hours, 6.00 ECTS credits, Fall

Final dates and rooms to be announced in KUSSS

Lecturers
Univ.-Prof. Dr. Norbert Kailer (JKU), Dr. Bernd Litzka (AWS Vienna), Univ.-Prof. DDr. Sascha Kraus (ESCE Paris)

Contact: norbert.kailer@jku.at
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, an 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.

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.

Compulsory reading
To be announced

Advanced Electives – Subject Interpersonal Skills

247041 Master Seminar Intercultural Competence
(M1 – Master Program 1st Year)
Seminar, 2.00 hours, 2.00 ECTS credits

Lecturer
Mag. a Sonja Holm MSc (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.

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

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

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

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

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

**Required reading**
ECONOMICS COURSES – MASTER LEVEL

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

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<tr>
<th>Tuesday, 10:15 – 11:45, room: K 224B</th>
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<td>from October 2nd, 2018 to January 29th, 2019</td>
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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

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<th>Friday, 10:15 – 11:45, room: please see KUSSS</th>
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<td>From October 5th, 2018 to January 18th, 2019</td>
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Lecturer
Dr.in Susanne Pech (Johannes Kepler University, Linz)

Entry requirements
Basics in Mathematics and Microeconomics. The Intensifying course accompanies the course 239524 “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
Lecture Notes from the course "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

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<thead>
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<td>from October 9th, 2018 to January 29th, 2019</td>
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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”.

Course objectives
The course “Game Theory” is a methodological course to analyze strategic behavior of agents. The course introduces basic concepts of non-cooperative game theory in combination with applications dealing with competition in oligopolistic markets, sequential bargaining, limit pricing, credence goods, political competition or cartels. In this course we will focus on decision making in economic and business settings, but the ideas of game theory can be applied to a wide array of situations and are widely used by e.g. psychologists, in political sciences, but also in the natural sciences such as biology or computer sciences. It is highly recommended to attend the accompanying intensifying course.

Content
- Theory of Rational Choice
- Representation of Games: players, actions, strategies, payoffs, preferences
- Dominance and Rationalizability
- Static games of complete information: pure strategy Nash equilibrium
- Static games of complete information: mixed strategy Nash equilibrium
- Dynamic games of complete information: subgame perfect Nash equilibrium
- Repeated games and cooperation
- Static games of incomplete information: Bayesian equilibrium
- Dynamic games of incomplete information: Perfect Bayesian equilibrium

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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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Tuesday, October 16</td>
<td>13:45 – 15:15</td>
<td>K 269 D</td>
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<td>Tuesday, October 30</td>
<td>15:30 – 17:00</td>
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<td>Tuesday, November 13</td>
<td>15:30 – 17:00</td>
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<td>Tuesday, November 20</td>
<td>15:30 – 17:00</td>
<td>K 269 D</td>
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<tr>
<td>Tuesday, December 4</td>
<td>15:30 – 17:00</td>
<td>K 269 D; exam</td>
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<tr>
<td>Tuesday, December 11</td>
<td>15:30 – 17:00</td>
<td>K 269 D</td>
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<td>Tuesday, January 8</td>
<td>15:30 – 17:00</td>
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<tr>
<td>Tuesday, January 15</td>
<td>15:30 – 17:00</td>
<td>K 269 D; exam</td>
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<tr>
<td>Tuesday, January 22</td>
<td>15:30 – 17:00</td>
<td>K 269 D</td>
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</table>

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 being familiar with the content 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

239132 Advanced International Trade
Course, 2.00 hours, 4.00 ECTS credits
Monday, 08:30 – 12:45, room: S2 059
from December 3rd, 2018 to January 28th, 2019

Lecturer
Mag.Dr.in Karin Mayr-Dorn (Johannes Kepler Universität, Linz)

Entry requirements
Good knowledge in microeconomic theory, mathematics for economists, and econometrics. Prior introduction to international trade is a plus.

Course objectives
The goal of this course is to gain a basic understanding of both traditional and new trade theory. After the course, students should be able to explain the main theories and empirical findings from the international trade literature. They should also be able to work with the formal models used in international trade at a basic level, and apply theoretical concepts to policy questions.

Content
We cover the following themes, based on the books used for the course (see below).

Traditional trade theory
Comparative advantage and the Ricardian model
F: Chapter 1, M: Chapter 3
Factor abundance and the Heckscher-Ohlin model
F: Chapters 1-2, M: Chapters 4-7

New trade theory
Increasing returns and monopolistic competition
F: Chapter 5, M: Chapter 14
Intra-industry trade (in final goods and intermediate inputs)
M: Chapter 10
The gravity equation
F: Chapter 5

New new trade theory
Heterogeneous firms
M: Chapter 17

Trade policy
Gains from trade and regional trade agreements
F: Chapter 6

Grading and assessment
Grading will be based on problem sets (20%) and a final exam (80%).

Required reading
The textbooks for this course are Feenstra, R. (2004), Advanced International Trade: Theory and Evidence, Princeton University Press (F) and van Marrewijk, C. (2012), International Economics, Theory, Application, and Policy, 2nd edition, Oxford University Press (M). Additional material, such as course slides and problem sets, will be made available via Moodle.

239507 Advanced Public Economics
course, 2.00 hours, 4.00 ECTS credits, weekly
Monday, 12:00 – 13:30, room: K 034D
From October 1st, 2018 to January 28th, 2019

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)

239130 Advanced Exchange Rate Theory
Course, 2.00 hours, 4.00 ECTS credits, weekly

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<tr>
<th>Wednesday, 10.15 – 11.45,</th>
<th>room: HF 9901</th>
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<td>October 3rd, 2018 to January 30th, 2019</td>
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Lecturer
Dr. Jochen Güntner (Johannes Kepler Universität, Linz)

Prerequisites
Background knowledge on the topic of international macroeconomics at the Bachelor level is helpful (see the course “Balance of Payments and Exchange Rates” = “Zahlungsbilanz und Devisenmärkte”). Some knowledge of Mathematics at an intermediate level and Statistics at an introductory level is a prerequisite for this course. The course is taught in English.

Course objectives
This course is part of the Master’s degree program in Economics. The goal is to provide students with a profound understanding of exchange rate theory and international macroeconomics. The course is intended for advanced Master students in the Economics program and for students in Management and Applied Economics with an interest in international financial markets. Students from other fields of specialization (e.g. finance) or other programs who are very welcome.

Course Assessment
Students are expected to read the relevant chapters in the textbook (McDonald, 2007) before they are thoroughly discussed in class together. During the semester, students must solve homework assignments, which contribute to the final grade. At the end of the semester, there will be a written final exam.

Main reference

Further references in the syllabus

239102 Advanced Topics I: The Financing of Corporations
Course, 2.00 hours, 4.00 ECTS credits, weekly

<table>
<thead>
<tr>
<th>Tuesday, 12:00 – 13:30,</th>
<th>room: K 153C</th>
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<td>from October 2nd, 2018 to January 29th, 2019</td>
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Lecturer
Dr. Matthias Fahn (Johannes Kepler University, Linz)

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

Outline
The seminar “The Financing of Corporations” explores the incentive effects of a firm’s financing decisions & opportunities. We deal with questions such as

- how asymmetric information about investment opportunities or an entrepreneur’s activities affects a firm’s ability to raise outside financing,
- how firms deal with liquidity shocks, or
- how the choice of debt versus equity financing affects managerial incentives.

Student presentations cover more recent literature on the interaction of a firm’s financing structure with its relationships with non-financial stakeholders, such as employees or suppliers.

**Course Organization**

Basic concepts of the theoretical literature on Corporate Finance will be discussed and formally analyzed. Lecture notes will be made available through Kusss.

**Grading**

50% exam, 50% student presentation & participation

The final exam is closed book and consists of open questions

**Literature**


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| 239314 Advanced Topics II: “Macroeconomic Policy Evaluation: Theory and Practice” |
|---|---|---|---|
| Seminar, 2.00 hours, 4.00 ECTS credits |
| Friday, October 5, 10:15 – 11:45, room: K 034D |
| Friday, October 12, 10:15 – 11:45, room: K 034D |
| Friday, November 9, 10:15 – 11:45, room: K 034D |
| Friday, November 16, 10:15 – 11:45, room: HT 176G |
| Friday, November 30, 10:15 – 11:45, room: HT 176G |
| Friday, December 14, 10:15 – 11:45, room: HT 176G |

**Lecturer**

Thomas Davoine, MSc, PhD (IHS, Vienna)

**Entry requirements**

Some knowledge of programming (or willingness to learn).

**Course objectives/content**

The course will present the theory and practice of policy evaluation in general equilibrium, focusing on long run macroeconomic outcomes. The basic tools are overlapping-generations models. Fiscal and pension policy will be covered. If time allows, population aging will be covered. Monetary policy will be mentioned but not covered in details. Class sessions will present the theory. Sessions in a computer lab will present the practice. At the end of the course, students will have developed their own overlapping-generation model, suitable for simple policy evaluations. The course also serves as illustration of actual policy evaluation made at research institutions, such as the IHS.

**Course assessment**

Presentation in class (about 10%), Policy evaluation project (about 30%), Final exam (about 60%)

**Required reading**

- Auerbach and Kotlikoff: Dynamic Fiscal Policy, Cambridge University Press (Chapters 1-6; book downloadable from authors’ website)
- Various articles (1 to 3) published in scientific journals

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| 239202 Treatment Evaluation (former Econometrics II) |
| Course, 2.00 hours, 4.00 ECTS credits, weekly |
| Thursday, 10.15 – 11.45, room: K 033C |
| October 4, 2018 to January 31, 2019 |
Lecturer  
Mag. Dr. Thomas Schober (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  
This course is intended for students with an interest in econometric methods for the analysis and evaluation of (public) policies, 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, Randomized control trials, Natural experiments, Difference-in-differences estimator (DiD), Instrumental variable (IV) approach, Regression discontinuity design (RDD)

Assessment  
Class participation, homework, presentation, article report.

Required reading  

239201 Treatment Evaluation (former Econometrics II)  
Intensifying Course, 1.00 hour, 2.00 ECTS credits, biweekly  
Thursday, 12.00 – 13.30,  
room: BA 9912 (first meeting), BA 9908  
October 4, 2018 to January 24, 2019

Lecturer  
Mag. Dr. Thomas Schober (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.
COURSES - Master program Business Informatics

258401 Data Warehousing
Lecture, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Monday, 13:45 – 15:15.room: MT 226</th>
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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
Sherman, R.: Business Intelligence Guidebook: From Data Integration to Analytics. Morgan Kaufmann, 2014. Further reading will be announced each semester.

258405 Data Warehousing
Tutorial, 2.00 hours, 3.00 ECTS credits

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<tr>
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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
Sherman, R.: Business Intelligence Guidebook: From Data Integration to Analytics. Morgan Kaufmann, 2014. Supplementary reading will be announced for each semester.
245629 Computational Logistics: Optimization  
Seminar, 2.00 hours, 6.00 ECTS credits

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<td>Tuesday, October 9</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G</td>
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<td>Tuesday, October 16</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G</td>
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<td>Tuesday, October 23</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G</td>
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<td>Tuesday, October 30</td>
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<td>Tuesday, November 6</td>
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<td>room: HT 176G</td>
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<td>Tuesday, November 13</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G</td>
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<td>Tuesday, November 20</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G, Fall-back</td>
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<tr>
<td>Tuesday, January 15</td>
<td>13.45 – 17.00</td>
<td>room: HT 176G, Presentation</td>
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Lecturer  
Najmesadat Nazemi, MSc (Johannes Kepler University, Linz)

Course objectives  
- Get a broader knowledge in the area of mathematical optimization with focus on (mixed) integer linear programming (MIP)  
- Be able to model both academic and real world optimization problems as MIPs  
- Have knowledge on common methodology for solving MIPs in logistics (e.g. facility location problem, commodity flow problem, …)  
- Be able to develop practical solution algorithms using state-of-the-art MIP frameworks

Course content  
The following topics will be addressed:  
- Mathematical optimization (focus on mixed integer programming)  
- Solution methods for MIPs:  
  - Branch and bound  
  - Branch and cut  
  - Column generation

Assessment  
- Exam, Homeworks, Project report and presentation

Reading  
S. Hiller and J. Lieberman, Introduction to Operation Research, 2009  
Further references will be introduced over the course lectures.
239105 Financial Economics and Risk
Course, 2.00 hours, 4.00 ECTS credits

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<tr>
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<th>room: BA 9911</th>
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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. Dr.inh 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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<tr>
<th>Wednesday, 12:00 – 13:30</th>
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Lecturer
Assoz. Univ.-Prof. Dr.inh 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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<tr>
<th>Friday, 12:45 – 16:15</th>
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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

<table>
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<tr>
<th>Lecturer</th>
<th>Univ.-Prof. Dr. Andreas Futschik (Johannes Kepler University, Linz)</th>
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<tbody>
<tr>
<td>Course objectives</td>
<td>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</td>
</tr>
<tr>
<td>Subject</td>
<td>Basic concepts of statistics: estimation, testing, prediction and classification, clustering</td>
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<td>Basic statistical tools: frequentist vs. Bayesian inference; common statistical models; model selection and model averaging</td>
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<td>Big data and large scale inference: big &quot;n&quot; vs. big &quot;p&quot;; sparse modelling and Lasso; Random forests, boosting, shrinkage and empirical Bayes;</td>
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<td>Pitfalls: correlation vs. causation; all models are wrong; garbage in - garbage out; common sources of bias;</td>
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<td>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</td>
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<tr>
<td>Assessment</td>
<td>Homework and written exam</td>
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238208 Computational Statistics
Combined course, 2.00 hours, 4.00 ECTS credits

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<thead>
<tr>
<th>Lecturer</th>
<th>Assoz.Univ.-Prof. DI Dr. Bettina Grün (Johannes Kepler University, Linz)</th>
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<tr>
<td>Course objectives</td>
<td>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.</td>
</tr>
<tr>
<td>Subject</td>
<td>Methods of non-linear optimization, EM algorithm, pseudorandom number generation, MCMC methods, Jackknife and bootstrap, numerical integration</td>
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<tr>
<td>Assessment</td>
<td>Written project reports</td>
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<tr>
<td>Teaching methods</td>
<td>Lecture by instructor</td>
</tr>
<tr>
<td>Discussion of the projects, where the solution is presented by the students in a project report</td>
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<tr>
<td>Independent development and application of computational statistical methods</td>
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238146 Survival Analysis
Combined Course, 2.00 hours, 4.00 ECTS credits

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<td>Course objectives</td>
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<tr>
<td>Subject</td>
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<td>Assessment</td>
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<td>Teaching methods</td>
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October 3rd, 2018 to January 30th, 2019

Lecturer
Assoz. Univ.-Prof.in Dr.in 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: MT 327
October 1st, 2018 to January 28th, 2019

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

First Meeting: Tuesday, October 2nd 10:15 – 11:45 room: S2 048
Thursday, 12:00 – 13:30 room: S2 Z74
from October 4th, 2018 to January 31st, 2019

Lecturer
A.Univ.-Prof. Mag. Dr. Andreas Quatember (Johannes Kepler University, Linz)

Course objectives
Students practice 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

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

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<th>Monday, 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**  
COURSES - Master program Web Sciences

232425 Web Research: Effects of the Web on Society
VU, 3.00 hours, 4.00 ECTS credits

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Tuesday, October 16</td>
<td>12:45 – 14:30</td>
<td>K 033C</td>
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<tr>
<td>Tuesday, October 23</td>
<td>12:45 – 17:00</td>
<td>ESH 2</td>
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<td>Tuesday, October 30</td>
<td>12:45 – 17:00</td>
<td>HS 12</td>
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<td>Tuesday, November 6</td>
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<td>Tuesday, November 20</td>
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<td>Tuesday, December 4</td>
<td>12:45 – 17:00</td>
<td>ESH 2</td>
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<td>Tuesday, January 8</td>
<td>12:45 – 17:00</td>
<td>HS 14</td>
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<tr>
<td>Tuesday, January 22</td>
<td>12:45 – 15:15</td>
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Lecturers
Nina R. Grossi MSc., Mag.ª Fabiola Gattringer

Entry Requirements
No entry requirements. Course can also be attended by incoming students of bachelor programmes. Contact lecturer if Kusss does not allow entry.

Course aims
Participants get insight into the effects of communication and media on social change and social inequality by drawing on socio-theoretical and psychological approaches and research.

Course content
- historical development of communication and media systems
- effects of communication and media development on social change and society
- impact of socio-technological developments on human life (living conditions, work life, inequalities)
- overview over research methodology for web research

Assessment / Examination
- Active in-class participation
- Presentation in class
- Test at the end of the course

Literature
Changing selection of current articles

232410 Current Topics in Web Sciences: Media Literacy
Seminar, 1.00 hour, 1.50 ECTS credits, Recommended semester: 3rd and higher

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<thead>
<tr>
<th>Date</th>
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<tr>
<td>Friday, November 9</td>
<td>08:30 - 12:45</td>
<td>K 112A</td>
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<td>Friday, November 30</td>
<td>10:15 - 14:30</td>
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<tr>
<td>Friday, December 7</td>
<td>10:15 - 14:30</td>
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Lecturer
Mag.ª Fabiola Gattringer

Entry Requirements
No entry requirements. Course can also be attended by incoming students of bachelor programmes. Contact lecturer if Kusss does not allow entry.

Course aims
- Give students an overview of what “media literacy” is
- Offer different views on media literacy and its importance in the modern digital media landscape

Course content
- different frameworks of “media literacy”
- ethical media literacy
- “weeding” the news, fake news, “misleading” information – strategies & guidelines
- test your media literacy & DIY basics

Assessment / Examination
- Active in-class participation (discussions, quizzes, exercises, feedback)
- Presentation in class
• Preparation of literature for each session

**Literature**
Changing selection of current articles

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**232418 Internet-based Research Methods (for the Social Sciences)**
Seminar, 2.00 hours, 3.00 ECTS credits

<table>
<thead>
<tr>
<th>Tuesday, 15:30 – 17:00</th>
<th>room: K 223B</th>
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<tr>
<td>from October 2nd, 2018</td>
<td>to January 29th, 2019</td>
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**Lecturer**
Mag. Dimitri Prandner

**Entry Requirements**
The seminar is strictly reserved for master students.

**Course aims**
The seminar introduces contemporary online research methods, using an objective/project based teaching style. The primary learning outcome of the seminar should be threefold:

1) Students should able to use traditional research methods – e.g. interview, survey, regular content analysis – in an online environment, as well as identify how those data collection, processing and analysis tools are changed in a digital research area.
2) Students acquire skills in the field of digital methods - e.g. software backed, automated content analysis including machine learning.
3) Students are able to reflect on the societal impact of online research and how digital and human rights are interrelated with this field.

**Course content**
The seminar will provide current scientific literature on the following topics:

1) Online interviewing and surveying.
2) Traditional and automated content analysis in an online environment.
3) Data harvesting and machine learning.
4) Introduction into R and/or Python as working environments.

Additionally the seminar will ask students to complete small tasks that tie to the methods and operationalize them.

**Teaching Methods**
30% of the seminar will be based on project-based learning. Students decide to tackle small project that has to be worked on by them and the solution has to be presented in class.
30% Individual and Group Discussions dealing with mandatory literature
30% Jig-Saw-Group-Work (based on nr. of participants) for practical tutorials and tasks
10% Online-/Virtual-Teaching sessions employing different communication tools.

Active participation and confrontation with the course content is expected.
OTHER COURSES – MASTER LEVEL

536020 Ethics and Gender Studies: Biology, Ethics and Gender
Lecture, 2.00 hours, 3.00 ECTS credits

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Lecturer
Dr.\textsuperscript{in} Waltraud Ernst (Johannes Kepler University, Linz)

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

Course Objectives
The aim of this course is to understand how ideas of gender and gender relations shape questions, metaphors and models of biological theories, and how ethical questions can change directions of research.

Course Contents
Gender Studies discovered, that biology has been deeply interwoven with social values and cultural assumptions about the meaning of gender and gender roles in the past and in the present. In the seminar we will discuss the impact of the Life Sciences on gender hierarchies and gender norms and vice versa. We will learn about the relevance of ethical reflections for biological research.

Assessment
After an introduction to the topic the students read one selected research paper for every session and prepare a presentation of one paper. Each paper will be discussed in depth related to the topic of the course. The transdisciplinary course is meant as introduction to the topic. There are no preconditions to take part, but the willingness to read every week about 25 pages in English.

Reading
Anne Fausto-Sterling: Myths of Gender. Biological Theories about Women and Men, New York: Basic Books 1985
Map of JKU Campus

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

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