



JOHANNES KEPLER

UNIVERSITÄT LINZ

INSTITUT LATEINAMERIKA-ZENTRUM

Netzwerk für Forschung, Lehre und Praxis

## *Program* **International Business**

*Three weeks of intensive  
learning with  
academics and practitioners.  
Visits to Government Institutions,  
Firms and Cities in Austria.  
120 regular attendance  
and  
130 homework hours program*



### **Program Contents**

#### **Courses and Lectures:**

Main courses will be in the following areas  
(6 courses, 120 course-units):

- Entry Strategies for International Markets (especially for Small and Medium Enterprises)
- Teamwork & Conflict Management
- International Trade & Project Finance
- Feasibility Studies
- Productivity & Change Management
- Relationship Marketing

- Courses are subject to some adaptation depending on the requirements of participants.
- Course Languages: English and Spanish
- Based on short lectures and small group work with Austrian professionals .

**Visits to Firms and Sites in Austria Vienna, Salzburg and Munich.**

**Duration: 3 weeks**

**Program Fee: €55.000.-**

**Number of participants: 20**

#### **CONTACTS AND FURTHER INFORMATION**

Prof.Dr.Dr.h.c.Mag. Luis García-Morón  
Institut Lateinamerika-Zentrum

a.Univ.Prof.Dr. Johannes M. Lehner  
Institut für Organisation

Alissa Duregger  
Institut Lateinamerika-Zentrum

Phone : +43 732 2468 4309, 9127  
Fax: +43 732 2468 4305

[luis.garcia-moron@jku.at](mailto:luis.garcia-moron@jku.at)  
[johannes.lehner@jku.at](mailto:johannes.lehner@jku.at)  
[office.cl@jku.at](mailto:office.cl@jku.at)

Altenbergerstr. 69  
4040 Linz - AUSTRIA

Linz is the third largest city in Austria with approximately 230,000 inhabitants. In Roman times, Linz was a military encampment. More than 500 years ago, Linz was chosen by Emperor Friedrich III - the true father of the Habsburg monarchy - as his private residence, thus establishing Linz as the capital of Upper Austria. Today Linz is a flourishing industrial and commercial center which can look back on more than a thousand years of history and culture.

As an important intersecting point for two major European trade routes, Linz has developed a cosmopolitan flair and maintains a traditional and profitable trade relationship with its neighbors. 12.5% of Austrian exports stem from the area's 225 industrial firms, more than 2000 trading businesses, and over 10.000 small scale industries and crafts. Despite its size, Linz has preserved the charm and warm atmosphere of a small town.

Founded in 1966, Johannes Kepler University is a relative newcomer in the tradition of Central European universities, for instance Prague, founded in 1348 by Emperor Charles IV, and Vienna, founded in 1365. Today, more than 16.000 students are enrolled in degree programs at the three faculties of

- Law,
- Technical and Natural Sciences, and
- Business and Social Sciences. Within the area of "Business Sciences", the main study programs are
- Business Administration,
- International Business and Languages,
- Economics,
- Business Informatics,
- Business Pedagogic and
- Master and Doctor Programs.

