

Incoming Programme

Austria: Cultural Aspects and Business Behaviour		Type: PR	Code: INC004E
Lecturer: Alexander Burka			
Year: 2024/25	Semester: Winter, Summer	SWS: 1	Credits: 2
Language: English		Assessment: permanent	
Entry Requirements: English Proficiency Level B2			
Aims: Discover and understand Austria – Cultural background and regional mindsets. Preparation for challenges occurring in professional life and business surroundings.			
Contents: Austrian cultural patterns, customs and framework of life, study and work. Discovery and location of elements and dispositions useful for professional and business contacts. Development of competences for successful cooperation and self-location in Austria.			

Austrian Politics, Economy and History		Type: PR	Code: INC002E
Lecturer: Friedrich E. Seeber			
Year: 2024/25	Semester: Winter, Summer	SWS: 1	Credits: 2
Language: English		Assessment: permanent	
Entry Requirements: English Proficiency Level B2			
Outcomes: Broaden one's knowledge about Austrian culture, politics and economics, to be able to understand and discuss these topics; to get acquainted with Austrian cultural standards for orientation in everyday life.			
Content: Overview and outline of Austrian statistics, history, culture, political system, current political topics, economy, labour market and Austria's role within the EU and the world.			

Business Management		Type:	Code:
Lecturer: t.b.a.		PR	INC003E
Year: 2024/25	Semester: Winter, Summer	SWS: 2	Credits: 3
Language: English		Assessment: permanent	
Entry Requirements: English Proficiency Level B2			
<p>Aims: At the end of the course, students will be able to discuss and talk about international business management and marketing topics; to present themselves in a formal business context; to give engaging product presentations; to speak more fluently in business situations; to use appropriate business management and marketing vocabulary, especially in the context of international business; to write business reports using appropriate writing style and language.</p>			
<p>Content: The course will introduce students to core business management topics (e.g., global brands, employment trends & recruiting, management & leadership, corporate culture, business ethics) and teach students how to give engaging presentations to an international audience; how to have a debate in a business context; how to write effective business reports; how to expand their active vocabulary.</p>			

Intercultural Team Project Management		Type:	Code:
Lecturer: t.b.a.		PR	INC020E
Year: 2024/25	Semester: Winter, Summer	SWS: 2	Credits: 3
Language: English		Assessment: participation	
Entry Requirements: English Proficiency Level B2			
<p>Aims:</p> <p>Students will develop</p> <ul style="list-style-type: none"> • an understanding of themselves as cultural beings. • an understanding of their own culture. • an understanding of the Austrian culture. • an awareness of the validity of differing values. • an awareness of essential aspects of selected world cultures. • experience in dealing with cultural misunderstandings. • an appreciation for cultural differences and their implications for international teams and project management. • facility in the special intercultural skills required in international business. 			

Contents: This course focuses on the skills and techniques needed in intercultural communication. The course will impart knowledge of theoretical models of intercultural communication, as well as increase awareness of how communication can be inhibited by cultural barriers. In keeping with the premise that a key to effective intercultural communication is knowledge of one's own culture, the course will also involve an examination of your own cultural givens. In addition, we will examine the Austrian culture through the intercultural lens.

Organizational Development		Type: SE	Code:
Lecturer: Petra Hauptfeld			INC022E
Year: 2024/25	Semester: Winter, Summer	SWS: 2	Credits: 3
Language: English		Assessment: presentations, conducting 3 interviews, short report, active participation	
Entry Requirements: English Proficiency Level B2			
interest in management practices of the new world of work: 3D-model: decent, digital and diverse work			
Aims: understanding of how Organizational Development and Change Management are intertwined in connection with recent economic challenges; this winter term the lecture concentrates on “Managing the new world of work” , demonstrating on how to develop managerial skills and competencies regarding decent, digital and diverse work and implement them in everyday business life for companies and entrepreneurs .			
Contents: presenting core topics of Change Management related to the three topics of decent work (SDG 8), digital work (remote work, home office...) and diverse work (intercultural work teams). The lecture discusses this 3D-model for rethinking the business world (e.g., circular economy); you will conduct three interviews with HR specialists on the new work requirements, presenting the results in class and writing a final short report.			

Sustainability & Business		Type: SE	Code: INC008E
Lecturer: Stefan Blachfellner			
Year: 2024/25	Semester: Winter, Summer	SWS: 1	Credits: 2
Language: English		Assessment: permanent, active participation, presentations in class, short report	
Entry Requirements: English Proficiency Level B2.			
Aims: to have knowledge of the corporate imperative of sustainability in an international context (e.g. EU, USA, China). Upon completion of the course, students will be familiar with the origins and current applications of sustainable development at the national and supranational levels, the need and potential of sustainability in the corporate context, current strategies and methods for developing business innovations for sustainability.			
Contents:			
<ul style="list-style-type: none"> - Introduction to Sustainability Frameworks (e.g., UN Sustainable Development Goals, Doughnut Economy, European Green Deal, ESG Standards) - Concepts, Strategies and Processes of Sustainable Management - Methods for Sustainable Innovation - Cases of International Sustainable Business 			

Interkulturelle Kommunikation im Team und Outdoortraining		Type: PR	Code: INC007E
Lecturers: P. Hauptfeld and C. Lackerbauer			
Year: 2023/24	Semester: Winter, Summer	SWS: 1,5	Credits: 2
Languages: English, German		Assessment: permanent, presentations in class, Moodle quiz	
Entry Requirements: interest in German language, cultures and team building			
Aims: getting to know each other and the various countries; reducing anxiety when speaking German; getting accustomed to a German speaking environment; being informed about first facts concerning Austria, enhancing team building processes			
Contents: self-presentations, presentations in groups on the incoming countries; team building exercises for multicultural groups; group-work to remember first facts about Austria; repetition of basic sentence structures and grammar; outdoor training			

Kommunikation auf Deutsch in Alltag und Beruf A1/A2 (beginner's plus level)		Type: PR	Code: INC005E
Lecturer: Petra Hauptfeld			
Year: 2023/24	Semester: Winter, Summer	SWS: 2	Credits: 4
Language: German	Level A1 and A2	Assessment: permanent, two Moodle tests, four tasks (homework) optional: ÖSD exam A2 or A1	
<p>Entry Requirements: Students' language competencies will be assessed through the course "Interkulturelle Kommunikation im Team" (oral skills and listening comprehension). Basic skills at level A1 or start of A2 are recommended; if the level is a little bit lower or higher attendance is possible supported by specific exercises.</p>			
<p>Aims: to enhance mainly the oral competence concerning sentence structure and vocabulary, to speak more fluently in everyday and business situations, understanding very general topics and participating in business and everyday conversation, basic grammar repetition, preparation for the ÖSD exam A1 and A2 (written exercises)</p>			
<p>Contents: The course is competence-based concerning various topics in work and study: introducing each other and self-presentation; eating out/ordering in a restaurant, organising the day regarding time and place; talking about situations hobbies and leisure time; easy small talk in business, short phone calls and e-mails, reading and listening exercises, oral and written ÖSD exercises to prepare for the final exams</p>			

Kommunikation auf Deutsch in Alltag und Beruf B1/B2 (intermediate level)		Type: PR	Code: INC006E
Lecturer: Petra Hauptfeld			
Year: 2023/24	Semester: Winter, Summer	SWS: 2	Credits: 4
Language: German	Level B1 and B2	Assessment: permanent, two Moodle tests, four tasks (homework) optional: ÖSD exam B1 or B2	
<p>Entry Requirements: Students' language competencies will be assessed through the course "Interkulturelle Kommunikation im Team" (oral skills and listening comprehension). Elaborated skills at level B1 or start of B2 are recommended; if the level is a little bit lower or higher attendance is possible supported by specific exercises.</p>			
<p>Aims: enhancing mainly the oral competence concerning sentence structure and vocabulary, speaking more fluently in everyday and business situations, understanding general topics and participating in business and everyday conversation, in-depth grammar repetition, preparation for the ÖSD exam B1 and B2 (written exercises)</p>			
<p>Contents: The course is competence-based concerning various topics in work and study: asking for information; initiating social contacts, organizing meetings, phone calls in public, use of online media, writing e-mails and posts, argumentation styles, expressing personal opinions, presenting information and statistics, reading and listening exercises, oral and written ÖSD exercises to prepare for the final exams</p>			