

# Courses in English<sup>WU</sup>

Winter Term 2009/10



# WU

WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

EFMD  
**EQUIS**  
ACCREDITED

**WU's membership  
in international  
networks and  
relations with more  
than 200 partner  
universities world-  
wide demonstrate  
our university's  
commitment to  
internationalization.**



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# Welcome to WU's Courses in English

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This brochure has been compiled for nominated or prospective exchange students who are interested in WU's English course options. Courses available for exchange students at WU cover a broad span of business knowledge and range from classical studies in business and economics to courses in business law, information systems, skills training and many more.

This brochure lists around 130 courses taught in English during the winter term 2009/10 and is intended to provide a brief outline of the objectives for each course. The courses are broadly grouped by subject area and course level. More detailed information about the courses (period and method of registration, number of ECTS-credits, contact information of the lecturer etc.) can be found online at:

**<http://www.wu.ac.at/io/exchange/courses>**

Detailed course outlines are available on this website and will give you most of the information that you need about specific courses, as well as the contact information for each instructor. This aims to enhance our exchange students' ability to make informed choices and to contact the instructors if more course information is required.

For further details, please do not hesitate to contact the course coordinator for exchange students at the International Office.

I wish you a successful and pleasant stay at our university.

Prof. Wolfgang Obenaus  
Academic Director, International  
Programs

# Contact

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## **COURSES IN ENGLISH FOR EXCHANGE STUDENTS**

Zentrum für Auslandsstudien (ZAS)  
International Office (IO)

WU (Vienna University of Economics  
and Business)  
Augasse 2-6  
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[www.wu.ac.at/io/exchange/courses](http://www.wu.ac.at/io/exchange/courses)

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# **Business Law**



# Business Law

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## **TAX TREATY LAW**

Course Level: Graduate

Instructor: Michael Lang

Course Number: 0094

### **Course Objectives:**

Acquisition of basic knowledge in tax treaty law.

## **SEMINAR ON INTERNATIONAL TAX LAW**

Course Level: Graduate

Instructor: Bertil Wiman

Course Number: 2020

### **Course Objectives:**

Explore the fundamentals of national corporate tax systems, EC corporate tax law and relevant aspects of tax treaty law on taxation of companies and group of companies.

## **INTERNATIONAL CORPORATE AND FINANCIAL LAW - COMPANY LAW IN EUROPE**

Course Level: Undergraduate /  
Advanced

Instructor: Thomas Bachner

Course Number: 0581

### **Course Objectives:**

The course will discuss issues concerning creditor protection in the light of the recent proposal from the European Commission for a European Private Company (EPC).

## **INTERNATIONAL CORPORATE AND FINANCIAL LAW**

Course Level: Undergraduate

Instructor: Eva Maria Micheler

Course Number: 0753

### **Course objectives:**

Students will be able to analyse English private law cases, especially company law.

## **INTRODUCTION TO U.S. BUSINESS LAW AND INTERNATIONAL ARBITRATION**

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Course Level: Undergraduate  
Instructor: Nicholas Simon,  
Andreas Reiner  
Course Number: 0754

**Course Objectives:**

This course gives an introduction to the common law legal system, to American contract law and arbitration law.

The subject matter of this course (Part of Dr. Reiner) is international arbitration and its legal and economic importance as an instrument for minimizing risks and enforcing rights. The course includes a detailed presentation of the practice of ICC arbitration, of international investment arbitration and of sports arbitration. Moreover, it also provides practical suggestions for the drafting of arbitration agreements, for the efficient conduct of arbitrations as well as for the consensual resolution of disputes, in particular through mediation.

Introduction to U.S. Business Law

(Dr. Simon): This lecture series provides an introduction to common law contracts (including the concepts of offer, acceptance, consideration, damages etc.) as well as an overview of U.S. corporations law. The material is presented in interactive lectures, in which the students are expected to read and discuss court decisions.

**INTERNATIONAL  
ARBITRATION LAW**

Course Level: Undergraduate  
Instructors: Georg Kodek, Franz T. Schwarz  
Course Number: 1616

**Course objectives:**

The course will introduce students to key topics of international arbitration law.

**LABOR RELATIONS**

Course Level: Undergraduate /  
Advanced  
Instructor: Ralf Peschek

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Course Number: 2147

**Course Objectives:**

Introduction into the Austrian Labour Law.

**CORPORATE TAX LAW  
AND TAX ACCOUNTING**

Course Level: Undergraduate

Instructor: Claus Staringer

Course Number: 0701

**Course Objectives:**

To learn and deepen the knowledge in corporate tax law and tax accounting.

**EUROPEAN TAX LAW -  
FUNDAMENTAL  
FREEDOMS AND THE  
CASE LAW OF THE ECJ  
IN THE AREA OF  
INTERNATIONAL TAX  
LAW**

Course Level: Undergraduate

Instructor: Pasquale Pistone

Course Number: 1487

**Course Objectives:**

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To learn the connection between the fundamental freedoms and international tax law in the light of ECJ case law.

By means of ECJ case law in the field of direct and indirect taxation, the European fundamental freedoms and their connection to international tax law will be elaborated and explained.

# **Business Skills**

# Business Skills

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## **NEGOTIATION MANAGEMENT**

Course Level: Graduate

Instructor: Iris Kollinger-Santer

Course Number: 0593

### **Course Objectives:**

Negotiation skills are crucial in the manager's daily business. This course will provide you with basic knowledge on negotiations, will give you theoretical background and will offer you the chance to apply this knowledge immediately in various exercises.

## **NEGOTIATION STRATEGIES AND TECHNIQUES. A CASE STUDY APPROACH BASED ON THE HARVARD PROGRAM ON NEGOTIATION**

Course Level: Graduate

Instructor: Hückel Manfred

Course Number: 0281

### **Course Objectives:**

The objective is to teach students to prepare themselves for and to deal with business negotiations based on the principles of the "Harvard Program on Negotiation". These principles are designed to help them to win in negotiations and to have long-lasting business relationships.

## **BRITISH BUSINESS IN AN ADVANCED ENGLISH LANGUAGE FOCUS**

Course Level: Graduate

Instructor: Richard Alexander

Course Number: 1780

### **Course Objectives:**

This lecture course provides background information on British business topics to help students acquire a flavour of British economic life and everyday living in Britain. The specifics of British trade and industry are the main focus.

A broadly based area studies approach, drawing on scholarly sources, provides the input to grasp

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some of the institutional, historical, political and geographical factors that underlie current British business and industrial practices. This proceeds, in part, by comparing and contrasting selected areas with mainland continental practices. The course sets out further to provide a survey of some of the business English language and concepts needed to understand the institutional and social framework which underlies the British economy. The course also gives students the opportunity to practise and work through the higher cognitive skills of critical thinking, analysis, synthesis and evaluation. These are required to make sense of the business press and the media coverage of both British and general business, economic and related affairs.

## **ORGANISATIONAL COMMUNICATION**

Course Level: Graduate

Instructor: Gerlinde Mautner

Course Number: 2216

### **Course Objectives:**

- > Introducing students to key concepts in organisational communication
  - > Helping students appreciate the strategic relevance of organisational communication in areas as diverse as human resources management and investor relations
  - > Providing insights into various domains of organisational discourse, such as change communication, conflict communication, crisis communication, and communication in decision-making
  - > Introducing students to tools for assessing organisational communication („communication audits“)
  - > Exploring the linguistic devices used in organisational rhetoric
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**CONFLICT MANAGEMENT  
ACROSS CULTURES**

Course Level: Graduate

Instructor: Christine Mattl

Course Number: 0592

**Course Objectives:**

Students will gain theoretical and practical insights into the field of conflict management. Participants will have the opportunity to learn more about their own motivation and attitudes regarding conflicts in intercultural settings. This course also provides the chance for enhancing communication and procedural skills in conflict management settings such as negotiation and facilitation.

As conflicts can be seen as “socially constructed cultural events” (Lederach 1995) we will be working on the theoretical basis for social conflict in organizations as well as on different ways of understanding culture and theoretical approaches that link both concepts. Various pro-

cedures and methods for handling and resolving conflicts intra- and interculturally will be studied.

**CONQUERING GLOBAL  
MARKETS - THE  
LANGUAGE OF M & AS  
AND INTERNATIONAL  
MARKETING**

Course Level: Undergraduate

Instructor: Alexander Beer

Course Number: 1227

**Course Objectives:**

This lecture will offer an insight into various forms of entering new markets and expanding existing ones, trying to combine theoretical aspects with a range of practical examples. The lecture will provide a strong focus on terminological aspects and deal with current events in the field of M&As and related transactions as they develop. Particular attention will be paid to significant deals and developments concerning the Anglo-American world.

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Among other things, various types of market entry (such as franchising, joint ventures) as well as a broad spectrum of aspects relating to mergers and acquisitions – both domestic and international – will be described in detail.

### **LIFE IN BRITAIN AND THE US**

Course Level: Undergraduate

Instructors: Alexander Beer, Martin Herles

Course Number: 0049

#### **Course Objectives:**

This lecture aims at providing Austrian students with a brief introduction to the British and U.S.-American way of life. After a short general overview of the political, legal and economic systems as well as some historical and geographical facts, the main emphasis will be on everyday life - with reference to several basic facts about life in the U.K. and the U.S. that are indispensable

for getting along in these countries - and its interrelation with the business world.

Topics include subjects such as major business (incl. retail) organisations, food & drink, leisure activities, cultural characteristics, and the social framework of the two countries. Some interesting language aspects (including dialect(s) and slang) will also be covered.

Throughout the lecture contrasts and parallels between Austria, Britain and the United States will be discussed in some detail.

### **WORLD ENGLISHES: ECONOMIC, LINGUISTIC AND CULTURAL OBSERVATIONS**

Course Level: Undergraduate

Instructor: Margit Ozvalda

Course Number: 1794

#### **Course Objectives:**

In this lecture, business students will be introduced to the wide and

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arguably still expanding range of English varieties around the world. This will not only be accomplished in geopolitical categories although an account of the major regional varieties of English as a first or second language will dominate the better part of the lecture — but also by looking at functional varieties of global English in business and the media.

This tour through World English (es) will be complemented by some historical and socio-economic background facts about the respective regions. Another main emphasis will be on the cultural implications of the global spread of English. Finally, some of the major varieties of English will be also introduced in basic linguistic terms. Here, the focus will be clearly on familiarising business students with varieties other than standard British or US English.

### **THE LANGUAGE OF MARKETING: SELECTED ISSUES**

Course Level: Undergraduate

Instructor: Ruth Trinder

Course Number: 0116

#### **Course Objectives:**

This lecture aims at familiarizing students with the relevant terminology and phraseology employed in the discussion of a range of marketing topics. With its focus on vocabulary building and paraphrasing, one of the course objectives is to help students understand and confidently use such language.

### **GLOBALIZING OR INTERNATIONAL BUSINESS AND ECONOMICS? ENGLISH LANGUAGE FOCUS**

Course Level: Undergraduate

Instructor: Richard Alexander

Course Number: 1788

#### **Course Objectives:**

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This course presents a basic introduction to the English of international business and economic topics. One of the course objectives is to show, as a model to students of business English, how English is used to analyze and discuss these issues, focusing on terms, phraseology and discourse employed in talking about international trade and business. The class aims to present examples of how to employ English to summarize business relevant information, how to paraphrase, that is, how to 'say the same thing in a different way'. These are the kinds of both academic business economic and English language skills future professionals should gain experience in.

The course aims to give university students of international business practice in the general English-language-based critical-argumentative treatment of their subject matter.

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**FOCUS ON  
INTERNATIONAL ISSUES  
CONCERNING ENGLISH,  
THE ENVIRONMENT AND  
ECONOMICS**

Course Level: Undergraduate

Instructor: Richard Alexander

Course Number: 1789

**Course Objectives:**

This course will deal with the English language as used in business and management to talk about economic and environmental issues. This course sets out to pursue the following general outcomes.

It aims to

- > Introduce students to, and to provide an understanding of, some of the business English language and concepts likely to be found in magazine and book articles on economics, business and management,
  - > enable students to recognize and use basic business English language and terminology to
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- discuss and deal with business and related matters,
- > give practice in developing reading skills and the comprehension of business and economics texts,
  - > provide students with opportunities to express business propositions themselves— summarizing, paraphrasing or reformulating them in their own words, reporting and discussing economic ideas – in the English language.

### **CLEAR PRESENTATION**

Course Level: Undergraduate

Instructor: Bettina Fuhrmann

Course Number: 1634

#### **Course Objectives:**

Students will learn how to

- > develop a thorough understanding of effective communication
- > prepare and make effective presentations that inform the audience and/or persuade them to act
- > identify critical aspects of nonverbal communication

- > use media professionally
- > develop the analytical skills required to evaluate presentations and give feedback

### **WORKING IN TEAMS**

Course Level: Undergraduate

Instructor: Maria-Theresia Humele

Course Number: 1504

#### **Course Objectives:**

In this course students will learn to

- > observe and reflect their own behavior when working in teams
- > experience different roles in teams
- > identify phases of team building and team development
- > learn how to manage teams for effectiveness.

### **COMMUNICATION AND CONFLICT MANAGEMENT**

Course Level: Undergraduate

Instructors: Amanda Dunkel,

Susanne Praszchak

Course Number: 0853

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**Course Objectives:**

The purpose of this course is to understand the theory and processes of conflict management in a variety of settings. The course will also allow participants to develop their communication and conflict skills experientially.

**Topics:**

- > Analysis of conflicts (business and private setting)
- > Personal communication and conflict management skills
- > Adequate use of coping strategies
- > Prevention of conflicts

**SUPERVISING AND CHAIRING BUSINESS MEETINGS**

Course Level: Undergraduate

Instructors: Johanna Rechberger, Philippa Rechberger

Course Number: 1501

**Course Objectives:**

- > Preparing the agenda

- > Planning the procedure of supervision
- > Understanding the basic role of a supervisor
- > Using appropriate supervision methods
- > Visual aids for supervision methods
- > Concluding the supervision with aim-orientated methods
- > Supervision follow-ups

**GLOBAL MINDSET AND INTERCULTURAL COMPETENCE**

Course Level: Undergraduate

Instructor: Charlotte Davis

Course Number: 2073

**Course Objectives:**

The objectives of this course are:

- > to give students a basic understanding of the concept of global mindset
  - > to analyze global mindset in a business management setting
  - > to provide students with an under-
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standing of intercultural competence

- › to examine how competence in a second culture affects managerial strategies, structures, and practices

# **Economics and Trade Management**

# Economics and Trade Management

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**CBE: COMPETITIVE BUSINESS ENVIRONMENTS; US-STYLE SEMINAR**

Course Level: Graduate

Instructor: Edward Monroe Bergman

Course Number: 1383

**Course Objectives:**

Competitive Business Environments is a case-based discussion course that examines the competitive basis of firms, industries, regions and nations, with the intent of informing future development strategies at all levels. This course will be offered to WU's emerging cadre of business, government and social leaders in conjunction with Prof. Michael Porter at Harvard Business School and professors at 85 business schools in more than 70 other countries.

**THE GLOBAL TRADING REGIME AT THE END OF THE DOHA-ROUND**

Course Level: Graduate

Instructor: Werner Raza

Course Number: 1234

**Course Objectives:**

The course shall provide students with the theoretical, institutional and empirical knowledge to analyze relevant issues of international trade policy.

**RISK MANAGEMENT**

Course Level: Undergraduate / Advanced

Instructor: Robert Kremslehner

Course Number: 1022

**Course Objectives:**

This course is an introduction to risk and its treatment. We ask what risk means, how it is measured, and how insurance can allow offloading of risk and reducing potential insolvencies. We then analyze how individuals make choices under uncertainty and their demand for insurance. Finally, we explore some interesting incentive problems that arise because of asymmetric information, under the

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themes of “moral hazard” and “adverse selection.” We will focus on the trade-off between providing incentives and reducing risk.

### **INTERNATIONAL MONETARY ECONOMICS**

Course Level: Undergraduate

Instructor: Alfred Sitz

Course Number: 1006

#### **Course Objectives:**

Presentation and thorough discussion of theoretical and empirical issues of International Monetary Economics.

### **INTERNATIONAL DEVELOPMENT AND WORLD MONETARY SYSTEM**

Course Level: Advanced / Undergraduate

Instructor: J. Hanns Pichler

Course Number: 0713

#### **Course Objectives:**

> World Wide Economic Dimension,

- Structures and Modeling  
Interdependence
- > The North-(East)-South-“Debate”, related Strategies and Concepts
  - > Global Framework of Trade and Finance

### **INTERNATIONAL MACROECONOMICS**

Course Level: Undergraduate / Advanced

Instructor: Florian Ramseger

Course Number: 1667

#### **Course Objectives:**

The aim of this course is to provide students with an appreciation of the main macroeconomic processes at work within countries that are integrated into the world economy to different degrees, thus preparing students for their future roles in business, politics, and civil society. After successful completion, students will be able to analyse real world macroeconomic issues, such as the macroeconomic effects of the credit

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crunch or the advantages and disadvantages of different types of economic policy instruments.

To this end, the course will provide students with a thorough understanding of the workhorse models of macroeconomics – the Mundell-Fleming and AS-AD models – commensurate to the intermediate undergraduate level.

### **INTERNATIONAL MACROECONOMICS**

Course Level: Undergraduate /  
Advanced

Instructor: Cristiana Zanzottera

Course Number: 1888

#### **Course Objectives:**

The aim of this course is to provide students with an appreciation of the main macroeconomic processes at work within countries that are integrated into the world economy to different degrees, thus preparing students for their future roles in business, politics, and civil society.

After successful completion, students will be able to analyse real world macroeconomic issues, such as the effects of different economic policy instruments, the choice of exchange rate regimes, or the problem of unemployment.

To this end, the course will provide students with a thorough understanding of the workhorse models of macroeconomics – the Mundell-Fleming and AS-AD models – commensurate to the intermediate undergraduate level.

### **INTERNATIONAL MACROECONOMICS**

Course Level: Undergraduate /  
Advanced

Instructor: Cristiana Zanzottera

Course Number: 2089

#### **Course Objectives:**

The aim of this course is to provide students with an appreciation of the main macroeconomic processes at work within countries that are inte-

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grated into the world economy to different degrees, thus preparing students for their future roles in business, politics, and civil society. After successful completion, students will be able to analyse real world macroeconomic issues, such as the effects of different economic policy instruments, the choice of exchange rate regimes, or the problem of unemployment.

To this end, the course will provide students with a thorough understanding of the workhorse models of macroeconomics – the Mundell-Fleming and AS-AD models – commensurate to the intermediate undergraduate level.

### **APPLIED MICROECONOMICS**

Course Level: Undergraduate

Instructor: Michael Wild

Course Number: 2184

#### **Course Objectives:**

> To develop a fundamental under-

standing of micro economic key concepts and

> To apply these concepts to real world cases.

### **GLOBALIZATION AND LABOR**

Course Level: Undergraduate

Instructor: Özlem Onaran

Course Number: 1904

#### **Course Objectives:**

The aim of this course is to analyze the current problems of unemployment and inequality in the world economy in the era of globalization. After presenting the theoretical background, we proceed with empirical evidence. We will start with the case of developed countries, since the debate on globalization and labor has been dominated by the outcomes in the West/North. Then we will compare the experience of the developing countries as well as the Central and East European countries. The debate on the distribution-

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al consequences of globalization will also serve as a field of comparison of contesting schools of thought in economics. The current global crisis has laid these differences once again bare. As you also will discover, the dividing line between different schools become particularly evident in their interpretation of the income distribution and labor market issues. This course will help the participants to understand and critically evaluate the origins of different policy proposals and will help to clarify that there is no objective truth independent of the position of the researchers and the policy makers.

## **INTERNATIONAL TOURISM**

Course Level: Undergraduate

Instructors: Claudia Krösbacher,  
N.N.

Course Number: 1842

### **Course Objectives:**

> Close examination of all aspects of

tourism demand

- > Understanding of the various concepts of demand and models of consumer behavior and the decision-making process as it relates to tourism
  - > Understanding the tourism destination and how tourism interacts with the economy, the environment and the people
  - > Appreciate that tourism is not a single product but an amalgam of different goods and services offered by a variety of suppliers, made up largely of small independent operators from a diffuse range of industries
  - > Understanding the issues that will influence the future of tourism: especially information technology
  - > Learning about the external environment within which tourism will operate
  - > Determining the future trends within the tourism sector
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Content:

- > Introduction into the tourism system
- > Insights into the tourism demand
- > Selected issues related to the tourism destination
- > Overview about the tourism sector
- > Developments in tourism

## **INTERNATIONAL MACROECONOMICS**

Course Level: Undergraduate /  
Advanced

Instructor: Michael Wild

Course Number: 2178

### **Course Objectives:**

The aim of this course is to provide students with an appreciation of the main macroeconomic processes at work within countries that are integrated into the world economy to different degrees, thus preparing students for their future roles in business, politics, and civil society. After successful completion, students should be able to critically analyse

real world macroeconomic issues - especially those discussed in the news.

To this end, the course will provide students with a thorough understanding of the workhorse models of macroeconomics – the Mundell-Fleming and AS-AD models – commensurate to the intermediate undergraduate level.

Students will get the opportunity to practice applying these theories to current issues – for example the financial crisis, “global imbalances”, or the “return of stagflation”.

## **INTERNATIONAL BUSINESS**

Course Level: Undergraduate

Instructor: Schien Ninan

Course Number: 2257

### **Course Objectives:**

The main goal of this lecture is to prepare students for the marketing management of cross border business activities. Students should be

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capable of applying theoretical concepts to concrete marketing tasks.



# **Finance, Investment & Accounting**

# Finance, Investment and Accounting

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## **INTERNATIONAL FINANCE**

Course Level: Graduate

Instructor: Pablo Collazzo-Yelpo

Course Number: 0474

### **Course Objectives:**

Students taking this course should expect to learn the nature and purposes of financial management in the international context. They will gain skills in international investment and financing techniques, through hands-on case studies and simulations. In the end, the goal is to apply state-of-the-art techniques to the multinational firm's investment, financing and risk management decisions.

## **INTERNATIONAL FINANCE**

Course Level: Graduate

Instructor: Lorene Hiris

Course Number: 0491

### **Course Objectives:**

As international markets become

increasingly integrated and interdependent, it is critical for business strategists, policy makers, and financial market participants to have a good understanding of the dynamics and direction of global markets. In addition to a review of international parity theories and balance of payments analysis, this course offers a comprehensive analysis for interpreting the vast array of international economic and financial market indicators with the objective of identifying opportunities and risks from global market investment. Topics include foreign exchange market mechanics and determinants; interest rates; international capital flows; and, leading indicator methods for forecasting economic performance, inflation, trade flows, employment, and financial market performance.

## **CORPORATE FINANCE**

Course Level: Undergraduate

Instructor: Stephanie Messner

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Course Number: 2219

**Course Objectives:**

At the end of the course students will be able to

- > Define the goals of corporate finance
- > Differentiate between equity and debt financing and know about the various forms of financing including their advantages and drawbacks
- > Describe the relationship of risk and return and the Capital Asset Pricing Model
- > Evaluate investment projects and take investment decisions

**FOREIGN EXCHANGE RISK**

Course Level: Undergraduate / Advanced

Instructor: Christian Wagner

Course Number: 0411

**Course Objectives:**

Introduction to foreign exchange risk management

Spot and forward markets (with consideration of market imperfections)  
Management of FX-risks with forwards, futures, options, and swaps

**COMPUTATIONAL CORPORATE FINANCE I**

Course Level: Undergraduate / Advanced

Instructor: Paul Schneider

Course Number: 1201

**Course Objectives:**

The general idea of the class is to establish an analytic and computational basis such that the students will be able to solve practical problems that they will face in the industry. Applications include bond portfolio optimization, the mean variance portfolio problem and things like how to compute implied volatilities.

**APPLIED ASSET MANAGEMENT**

Course Level: Undergraduate / Advanced

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Instructor: Markus Hochradl

Course Number: 1397

**Course Objectives:**

The course introduces asset management techniques for stocks, bonds, and derivatives.

**CORPORATE  
GOVERNANCE AND  
ACCOUNTING**

Course Level: Undergraduate /  
Advanced

Instructor: Martin Schoenfeld

Course Number: 1320

**Course Objectives:**

Student presentation(s) and class discussion in every session; One or two presentations per meeting as seen on class schedule.

Part I: Scandals, New Regulations and Governance

Part II: Analysis of earlier Attempts to improve Accounting (are these still valid?)

Short Seminar description:

Due to recent scandals, Accounting

issues and new (outside) controls had to be reexamined and it became necessary in the US to pass a new law; at the same time, Corporate Governance moved into the foreground (liability questions) – and it became obvious how both issues are intertwined. This Seminar is an attempt to analyze recent events, Corporate Governance and Control models; new approaches to Accounting will also be analyzed with respect to improved controls. This will help to understand the ever-increasing need to improve both – and at the same time assure auditability. This entire set of (unfortunately) unsolved problems will be explored and improvement options (not ready-made answers) considered in this seminar.

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**FINANCIAL MARKETS  
AND INVESTMENT:  
INVESTMENT  
TERMINOLOGY AND  
JARGON**

Course Level: Undergraduate

Instructor: Michael Raab

Course Number: 1792

**Course Objectives:**

- > To raise the students' awareness of the significance of financial markets in present-day economic society
- > To make the students understand and employ the language of investment and financial markets
- > To introduce students to traditional and more sophisticated forms of private investment

**PORTFOLIO  
MANAGEMENT, CAPM &  
COST OF CAPITAL -  
INTERNATIONAL  
FINANCIAL  
MANAGEMENT I**

Course Level: Undergraduate

Instructor: Manfred Frühwirth

Course Number: 1399

**Course Objectives:**

This course intends to give you an understanding in portfolio management. Especially the diversification principle and the separation between market risk and unique risk shall be internalized. On this basis, you will be made familiar with the CAPM which in good practice is used to derive the cost of capital, acting as a discount rate in stock valuation, capital budgeting or modern business valuation.

You will be provided with important concepts both for personal and for corporate application (e.g. strategies for mutual funds). Special emphasis is put on the practical implementation and application of the concepts. Techniques will be developed to solve practical financial problems. You will learn to use the EXCEL Solver (with and without constraints)

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to solve practical problems. Based on an explanation of the underlying theoretical concept, small practical problems („examples“) and a case based on a real-world problem are solved. When useful, examples are interpreted from an economic point of view.

**PORTFOLIO  
MANAGEMENT, CAPM &  
COST OF CAPITAL -  
INTERNATIONAL  
FINANCIAL  
MANAGEMENT I**

Course Level: Undergraduate

Instructor: Daniela Straka

Course Number: 2096

**Course Objectives:**

This course intends to give you an understanding in portfolio management. Especially the diversification principle and the separation between market risk and unique risk shall be internalised. On this basis, you will be made familiar with the CAPM

which in good practice is used to derive the cost of capital, acting as a discount rate in stock valuation, capital budgeting or modern business valuation.

You will be provided with important concepts both for personal and for corporate application (e.g. strategies for mutual funds). Special emphasis is put on the practical implementation and application of the concepts. Techniques will be developed to solve practical financial problems. You will learn to use the EXCEL Solver (with and without constraints) to solve practical problems.

Based on an explanation of the underlying theoretical concept, small practical problems („examples“) and a case based on a real-world problem are solved. When useful, examples are interpreted from an economic point of view.

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## **INTERNATIONAL FINANCIAL MARKETS**

Course Level: Undergraduate

Instructor: Christian Wagner

Course Number: 1403

### **Course Objectives:**

Develop an understanding of fundamental concepts of international finance, gain knowledge on the foreign exchange market and important aspects of financial management of the multinational firm.

## **INTERNATIONAL FINANCIAL MANAGEMENT II**

Course Level: Undergraduate

Instructor: Otto Randl

Course Number: 2059

### **Course Objectives:**

Develop an understanding of fundamental concepts of international finance, gain knowledge on the foreign exchange market and important aspects of financial management of the multinational firm.

## **INTERNATIONAL ACCOUNTING – FINANCIAL REPORTING**

Course Level: Undergraduate

Instructor: Christian Höllerschmid

Course Number: 1844

### **Course Objectives:**

International Financial Reporting Standards (IFRS) are gaining acceptance worldwide. The 2002 decision of the European Union to adopt legislation requiring European listed companies to apply IFRS in their consolidated financial statements fostered this development. But also outside Europe, many other countries are moving to IFRS. Even the Securities and Exchange Commission (SEC) is adopting rules to accept financial statements prepared in accordance with IFRS without reconciliation to generally accepted accounting principles (GAAP) as used in the United States. Therefore, it is a must for business students specialising in accounting to acquire

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thorough knowledge about the core concepts and the key elements of the most important IFRS.

This course should help business students to understand, critically judge, implement and apply the key elements of the IFRS. The aim of the course is thus aimed at giving the students insights into the form and the elements of international financial statements and to discuss the conceptual background of the IFRS (e.g. the relevance-versus-reliability issue, applicability of IFRS for SMEs, use of fair-value measurement). Moreover, practical examples and case studies should illustrate the accounting treatment of specific balance sheet and income statement items (e.g. intangible assets, financial instruments, employee benefits). Finally, the impact of cultural and societal values on accounting and reporting practices, issues of international accounting harmonisation and experiences from the implemen-

tation of IFRS in Europe are to be discussed.

### **INTERNATIONAL ACCOUNTING - MANAGEMENT ACCOUNTING**

Course Level: Undergraduate

Instructor: Hellfried P. Holzer

Course Number: 1845

#### **Course Objectives:**

International Financial Reporting Standards (IFRS) are gaining acceptance worldwide. The 2002 decision of the European Union to adopt legislation requiring European listed companies to apply IFRS in their consolidated financial statements fostered this development. But also outside Europe, many other countries are moving to IFRS. Even the Securities and Exchange Commission (SEC) is adopting rules to accept financial statements prepared in accordance with IFRS without reconciliation to generally accepted

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accounting principles (GAAP) as used in the United States. Therefore, it is a must for business students specialising in accounting to acquire thorough knowledge about the core concepts and the key elements of the most important IFRS.

This course should help business students to understand, critically judge, implement and apply the key elements of the IFRS. The aim of the course is thus aimed at giving the students insights into the form and the elements of international financial statements and to discuss the conceptual background of the IFRS (e.g. the relevance-versus-reliability issue, applicability of IFRS for SMEs, use of fair-value measurement). Moreover, practical examples and case studies should illustrate the accounting treatment of specific balance sheet and income statement items (e.g. intangible assets, financial instruments, employee benefits). Finally, the impact of cultural and

societal values on accounting and reporting practices, issues of international accounting harmonisation and experiences from the implementation of IFRS in Europe are to be discussed.

## **MANAGEMENT ACCOUNTING**

Course Level: Undergraduate

Instructor: Hellfried P. Holzer

Course Number: 1558

### **Course Objectives:**

The course covers concepts in Management Control Systems, uses cases to allow the students to gain knowledge, insights, and analytical skills that are related to how a firm's managers go about designing, implementing, and using planning and control systems to accomplish a firm's strategies. It deals with such topics as cost accounting and budgeting procedures and puts equal emphasis on

> The techniques of the manage-

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ment control process (e.g., transfer pricing, budget preparation, management compensation) &

- › The behavioral considerations involved in the use of these techniques (e.g., motivation, goal congruence, relative roles of superiors and subordinates).

## **INTERNATIONAL FINANCE**

Course Level: Undergraduate

Instructor: Jakob Müllner

Course Number: 2271

### **Course Objectives:**

The aim of the course is to introduce students to selected issues in international trade and international corporate finance. Special attention will be given to the effects of foreign exchange rates on the various levels of a multinational company. Students will learn how exchange rates affect international transactions and MNCs competitiveness and will be introduced to methods of managing

such risks. The course will also cover issues related to the expansion of an MNC and financing internationalization. Students will learn how to finance, value and risk manage large projects and foreign direct investment. Overall the course should provide the students with a thorough understanding of exchange rate related issues in multinational companies and smaller internationalizing companies.

## **MONETARY AND FINANCIAL STABILITY**

Course Level: Undergraduate / Advanced

Instructors: Helene Schuberth, Vanessa Redak

Course Number: 1211

### **Course Objectives:**

Monetary policy in the European Area as seen by the European Central Bank focuses on one primary objective: price stability. The economic literature however stresses

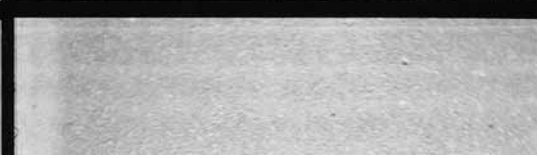
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the importance of others as well, such as macroeconomic stabilisation, economic growth and financial stability. The course will investigate from a theoretical and empirical perspective how the objective of price stability is interlinked in particular with the goal of financial stability.

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# **Human Resource Management**

# Human Resource Management

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## INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Level: Graduate

Instructor: Tina Howell

Course Number: 0173

### Course objectives:

- > To review and understand the role of IHRM within the broader context of management and organizational practices
- > To critically assess theory vs current practice in managing local and expatriate staff associated with international working
- > To assess trends and influences on the use of international assignments, expatriates and inpatriates
- > To reflect critically on the effects of IHRM techniques on the experience and organization of contemporary work in global organizations
- > To develop oral and written communication skills, as well as the ability to work in teams.

## CHANGES AND CHALLENGES IN INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Level: Graduate

Instructor: Stephan Klinger

Course Number: 1031

### Course objectives:

Globalisation, technological change and hyper competition and their impact on strategic management and organisation are widely discussed within the scientific community. International Managers spin the globe, Indian call center agents attend to US-american customers and Multinational Enterprises (MNEs) rally for having the most diverse workforce. Under these premises we will discuss consequences of these Global Challenges for a global Human Resource Management using a strategic perspective. The seminar aims at discussing and analysing topical developments in IHRM using

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theoretical frameworks.

Students are invited to do some research in this field based on contemporary papers. In class we will analyse them in regard to their scientific value and ask for normative implications for the management practice.

## **HUMAN RESOURCE DEVELOPMENT – LEADERSHIP BY EARNING FOLLOWERSHIP**

Course Level: Graduate

Instructor: Scott Neilson

Course Number: 1806

### **Course objectives:**

- > Understanding the evolution of leadership theories and concepts as a foundation for anticipating future development.
- > Identifying the constituents of a business, seeing the business through the eyes of those constituents, and understanding their

needs and motivations.

- > Exploring the actions required of leaders to motivate their constituents.
- > Learning to think in terms of situation analyses and effects on constituents.
- > Discovering participants' relative strengths and weaknesses in leadership skills and learning the fundamentals of skill development.

## **HUMAN RESOURCE DEVELOPMENT IN AN INTERNATIONAL CONTEXT**

Course Level: Graduate

Instructor: Christine Güttel

Course Number: 0649

### **Course objectives:**

- > Introduction into Basics of HR Management
  - > Basics of HR / Management Development addressing individual, group and structure level
  - > The recruiting process
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- > Career Workshop and Application Training

### **ORGANIZATIONAL BEHAVIOR**

Course Level: Graduate

Instructor: Iris Kollinger

Course Number: 0331

#### **Course objectives:**

In a today's global world, the number of people working in a foreign country and/or with different cultures is increasing. This makes it necessary to manage cultural differences and to develop the skills required to participate effectively in a global environment. Participants on the course will learn the meaning and dimensions of culture, gain intercultural insights, and become familiar with the main challenges for international human resource management.

### **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR I**

Course Level: Undergraduate

Instructor: Susanne Lesk

Course Number: 1518

#### **Course objectives:**

- > To review basis approaches to IHRM by studying the exam text
- > To assess theory and current practice in selection, performance management, development and compensation of staff for international work
- > To assess trends and influences on the use of global workforce in international assignments and virtual work groups

### **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR I**

Course Level: Undergraduate

Instructor: Susanne Lesk

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Course Number: 2248

**Course objectives:**

- > To review basis approaches to IHRM by studying the exam text.
- > To assess theory and current practice in selection, performance management, development and compensation of staff for international work.
- > To assess trends and influences on the use of global workforce in international assignments and virtual work groups.

**INTERNATIONAL HUMAN RESOURCE DEVELOPMENT AND ORGANIZATIONAL BEHAVIOR**

Course Level: Undergraduate

Instructors: Amanda Dunkel, Christiane Erten

Course Number: 2151

**Course objectives:**

This course applies contemporary theory and research in international

management to issues arising in organizations from internationalisation and globalisation. The course introduces the major paradigms and contemporary approaches to understanding the relationship between culture and organizational behavior and its relevance for working across cultures. Special issues relating to intercultural interactions in international organizations and working in a multicultural context are critically reviewed.

**INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR II**

Course Level: Undergraduate

Instructor: Astrid Podsiadlowski

Course Number: 1859

**Course objectives:**

This course applies contemporary theory and research in international management to issues arising in organizations from internationaliza-

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tion and globalization. The course introduces the major paradigms and contemporary approaches to understanding the relationship between culture and organizational behavior and its relevance for working across cultures. Special issues relating to intercultural interactions in international organizations and working in a multicultural context are critically reviewed.

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# **Management in Organizations**



# Management in Organizations

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## **METHODS FOR PROJECT MANAGEMENT AND PROGRAM MANAGEMENT**

Course Level: Graduate

Instructor: Roland Gareis

Course Number: 0044

### **Course Objectives:**

- > Understanding of project and the program management as a process is achieved
- > Basic knowledge about projects, project management and project management methods is achieved
- > The methods are introduced and applied on "real" private or professional projects
- > Pre-study texts and examples from industry are discussed
- > Social competency is improved by working in teams

## **ORGANIZATIONAL DESIGN OF PROJECTS AND PROGRAMS**

Course Level: Graduate

Instructor: Roland Gareis

Course Number: 0043

### **Course Objectives:**

Developing an understanding of

- > Projects as temporary organizations
- > Methods for the design of project organizations
- > Program management and program organization
- > Application of the methods for the design of project organizations on real projects
- > Interpretation of pre-study texts, presentation of examples from the industry
- > Improving of the social competence of the students by working in teams

## **ORGANIZATIONAL DESIGN OF PROJECTS AND PROGRAMS**

Course Level: Graduate

Instructor: Martina Huemann

Course Number: 0719

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**Course Objectives:**

Developing an understanding of

- › Projects as temporary organizations
- › Methods for the design of project organizations
- › Program management and program organization
- › Application of the methods for the design of project organizations on real projects
- › Interpretation of pre-study texts, presentation of examples from the industry
- › Improving of the social competence of the students by working in teams

**INTERNATIONAL  
BUSINESS POLICY AND  
STRATEGY**

Course Level: Graduate

Instructor: Christian Kreuzer

Course Number: 0835

**Course Objectives:**

The class focuses on classical and

recent developments in strategic management. It is the objective to give an overview on the meaning and purposes of strategy and to apply the knowledge in international case studies.

The class will cover concepts of: Porter; Hamel/Prahalad; Kaplan and relate them to the Central European understanding of strategy. The class leads students to understand the most important ideas of strategic management and to apply them in defined business situations.

**STRATEGIC  
MANAGEMENT**

Course Level: Graduate

Instructor: Bernd Vogt

Course Number: 1530

**Course Objectives:**

To learn main consideration and instruments in Strategic Marketing Management.

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**INTERNATIONAL  
MANAGEMENT**

Course Level: Graduate

Instructor: David Ricks

Course Number: 1027

**Course Objectives:**

To gain a better understanding of how managers operate in a global environment and how they develop their competitive strategies and manage their human resources.

**GLOBAL STRATEGIC  
MANAGEMENT**

Course Level: Graduate

Instructor: Brigitte Bojkowszky

Course Number: 1537

**Course Objectives:**

Global Strategic Management centers on the transnational corporation. It examines the development of strategy in the MNE with the focus on the motivations that draw – or drive – companies abroad, the means by which they expand across borders, and the mind-sets of those

who built the worldwide operations. It looks at political, economic, and social forces that shape the business environment in which the MNE operates. This course discusses the organizational structures and systems that need to be put in place to be effective in a complex and dynamic world. Subsequently, it emphasizes the nature of the organizational capabilities that must be developed to make central, local, and transnational innovations more effective. Moreover, this course focuses on how partnerships such as alliances, JVs, and interfirm networks can be built and managed to develop strategic capabilities that may not be available inside any single MNE. Ultimately, it explores the management challenges of operating a successful MNE.

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## **GENDER DIVERSITY AND THE WORKPLACE**

Course Level: Graduate

Instructor: Mary Ann Danowitz

Course Number: 1810

### **Course Objectives:**

- > To understand issues, challenges and opportunities related to managing a workforce that is diverse in regards to gender, ethnicity/race/nationality, age, sexual orientation and physical ability.
- > To gain greater self-awareness of your own cultural and personal values, and biases that may contribute to our behavior and interactions in organizations.
- > To develop greater understanding of work, family and life balance issues in relation to cultural, national, legal and social contexts.
- > To develop a vocabulary to more effectively understand and communicate in an inclusive manner around issues of gender, ethnic,

cultural and other differences within an organizational context.

### **Content:**

This course prepares participants to confront the challenge and to maximize the opportunities of managing a workforce that is increasingly diverse along dimensions of gender, ethnicity and race, sexual orientation, age, disability, age and religion within a globalized world.

## **SELECTED TOPICS IN GENDER STUDIES**

Course Level: Graduate

Instructor: Edeltraud Hanappi-Egger

Course Number: 0300

### **Course Objectives:**

- > To know the basic theoretical approaches to gender studies
  - > To understand issues, challenges and opportunities related to gender in organizations
  - > To gain greater self-awareness of your own cultural and personal values, and gender biases that
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may contribute to our behavior and interactions in organizations.

## **SUPPLY CHAIN MANAGEMENT**

Course Level: Graduate

Instructor: Hans-Joachim Schramm

Course Number: 1563

### **Course Objectives:**

Basic knowledge about supply chain management issues from a general management point of view. The Beergame, an in-class pen-and-paper experiment is conducted to offer first-hand experience about the Bullwhip Effect as the most decisive problem in supply chains. At the end of this module, the student should know the core components of contemporary supply chain management and how they are put in practice.

## **INTERNATIONAL MANAGEMENT**

Course Level: Graduate

Instructor: David Ricks

Course Number: 1027

### **Course Objectives:**

To gain a better understanding of how managers operate in a global environment, and how they develop their competitive strategies and manage their human resources.

## **CURRENT ISSUES IN NONPROFIT MANAGEMENT**

Course Level: Undergraduate / Advanced

Instructor: Florentine Maier

Course Number: 2047

### **Course Objectives:**

This course aims at providing an understanding of the characteristics of Nonprofit Organisations (NPOs) from an Organisation Studies and Management perspective. Therefore, participants of this course will acquire the capability to:

- > Theoretically explain the existence

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- of the nonprofit sector
  - > Assess the specifics of nonprofit organizations
  - > Apply a tailored set of management tools to NPOs

### **INTERNATIONAL STRATEGIC MANAGEMENT I**

Course Level: Undergraduate  
Instructor: Werner Hoffmann  
Course Number: 1549

#### **Course Objectives:**

The intention of this course is to bring the practice and theory (art and science) of strategic management together. It is the objective to develop the students' knowledge, skills and mindset in the area of strategic management, making them more balanced, capable and creative strategic thinkers. Furthermore, the course intends to get students to understand the extra complexity of developing international strategies and the limitations to using particu-

lar strategy approaches in different industries and cultural settings.

### **INTERNATIONAL STRATEGIC MANAGEMENT II**

Course Level: Undergraduate  
Instructor: Werner Hoffmann  
Course Number: 1722

#### **Course Objectives:**

The intention of this course is to bring the practice and theory (art and science) of strategic management together. It is the objective to develop the students' knowledge, skills and mindset in the area of strategic management, making them more balanced, capable and creative strategic thinkers. Furthermore, the course intends to get students to understand the extra complexity of developing international strategies and the limitations to using particular strategy approaches in different industries and cultural settings.

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**INTERNATIONAL  
SUPPLY CHAIN  
MANAGEMENT I**

Course Level: Undergraduate

Instructor: Hans-Joachim Schramm

Course Number: 2037

**Course Objectives:**

At the end of this first course, students should have acquired an understanding about the topics of globalization and integration of world trade. Further, students should have the skills and competence to evaluate the international environment and its implications for international logistics and supply chain management strategy as well as operations.

students should have a basic knowledge about actual trade practice, including contracting, customs and documentary paperwork, means and modes of payment, transport management as well as safety, security and risk management issues. This should enable them to plan successfully shipping and handling for international goods movements.

**INTERNATIONAL  
SUPPLY CHAIN  
MANAGEMENT II**

Course Level: Undergraduate

Instructor: Hans-Joachim Schramm

Course Number: 2038

**Course Objectives:**

At the end of this second course,

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# Management Information Systems



# Management Information Systems

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## **INTEGRATION MANAGEMENT WITH SAP ERP: AN INTRODUCTION TO LOGISTICS AND CONTROLLING**

Course Level: Graduate

Instructor: Alexander Prosser

Course Number: 0406

### **Course Objectives:**

Every student implements the business case in a separate virtual company in SAP R/3. Students perform all steps which have to be implemented also in a real-world implementation project:

- > Cost accounting - planning cycle: Implementation of cost accounting for a production environment, implementation of the value flow in a company (allocations, surcharges, activity inputs) in SAP R/3.
  - > Master data for the MRP process: organizational structure, materials master and material planning, product structure, cost centre planning and work centres, linkage between cost accounting and production/logistics, work centres, initialization of capacity planning, definition of routings.
  - > Sales projections and primary requirements.
  - > Procurement logistics and accounting: Master data in procurement, processing the purchase requisitions produced by the MRP run and deriving purchase orders, delivery and billing of the items ordered.
  - > Production planning and control: Entering and checking production orders, lot splitting/summarizing, capacity planning and smoothing, process-oriented customizing with respect to scheduling, availability check, calculation schemes, and order execution/confirmation.
  - > Cost accounting - actual costs: Production and procurement activities create actual costs enabling plan/actual analyses.
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- › Sales logistics and revenue accounting: Order processing, price determination, inventory management, customer management.

In all steps, students are confronted with a business case and have to implement the case in SAP R/3, that is, the system has to be customized to the given case.

## **INTEGRATION MANAGEMENT WITH SAP ERP: AN INTRODUCTION TO LOGISTICS AND CONTROLLING**

Course Level: Graduate

Instructor: Robert Müller-Török

Course Number: 1208

### **Course Objectives:**

Every student implements the business case in a separate virtual company in SAP R/3. Students perform all steps which have to be implemented also in a real-world implementation project:

- › Cost accounting - planning cycle: Implementation of cost accounting for a production environment, implementation of the value flow in a company (allocations, surcharges, activity inputs) in SAP R/3.
  - › Master data for the MRP process: organizational structure, materials master and material planning, product structure, cost centre planning and work centres, linkage between cost accounting and production/logistics, work centres, initialization of capacity planning, definition of routings.
  - › Sales projections and primary requirements.
  - › Procurement logistics and accounting: Master data in procurement, processing the purchase requisitions produced by the MRP run and deriving purchase orders, delivery and billing of the items ordered.
  - › Production planning and control:
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Entering and checking production orders, lot splitting/summarizing, capacity planning and smoothing, process-oriented customizing with respect to scheduling, availability check, calculation schemes, and order execution/confirmation.

- › Cost accounting - actual costs: Production and procurement activities create actual costs enabling plan/actual analyses.
- › Sales logistics and revenue accounting: Order processing, price determination, inventory management, customer management.

In all steps, students are confronted with a business case and have to implement the case in SAP R/3, that is, the system has to be customized to the given case.

## **INTEGRATION MANAGEMENT WITH ERP: IMPLEMENTATION PROJECT**

Course Level: Graduate

Instructor: Alexander Prosser

Course Number: 0412

### **Course Objectives:**

Every student implements the business case in a separate virtual company in SAP R/3. Students perform all steps which have to be implemented also in a real-world implementation project:

- › Cost accounting - planning cycle: Implementation of cost accounting for a production environment, implementation of the value flow in a company (allocations, surcharges, activity inputs) in SAP R/3.
  - › Master data for the MRP process: organizational structure, materials master and material planning, product structure, cost centre planning and work centres, linkage
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between cost accounting and production/logistics, work centres, initialization of capacity planning, definition of routings.

- > Sales projections and primary requirements.
- > Procurement logistics and accounting: Master data in procurement, processing the purchase requisitions produced by the MRP run and deriving purchase orders, delivery and billing of the items ordered.
- > Production planning and control: Entering and checking production orders, lot splitting/summarizing, capacity planning and smoothing, process-oriented customizing with respect to scheduling, availability check, calculation schemes, and order execution/confirmation.
- > Cost accounting - actual costs: Production and procurement activities create actual costs enabling plan/actual analyses.
- > Sales logistics and revenue

accounting: Order processing, price determination, inventory management, customer management.

In all steps, students are confronted with a business case and have to implement the case in SAP R/3, that is, the system has to be customized to the given case.

## **DATA WAREHOUSE DEVELOPMENT WITH SAP BW: AN INTRODUCTION**

Course Level: Graduate

Instructors: Alexander Prosser,  
Sarah Kellermann

Course Number: 0416

### **Course Objectives:**

„Data Warehouse Development with SAP BW: An Introduction“ and „Data Warehouse Development with SAP BW: Balanced Scorecard“ form a unit that prepares students for the complex tasks of building and using systems for business analysis and

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simulation.

In „Data Warehouse Development with SAP BW: An Introduction“ students learn how to design and implement a data warehouse as well as decision support and reporting functions on top of the warehouse. This course lays the foundations for the strategic enterprise management and business simulation in „Data Warehouse Management with SAP BW: Balanced Scorecards.“ The course starts with the methodological foundations that are necessary to transform a user requirement for a decision support system into a data warehouse design specification:

- > Dimensional Fact Modeling: extraction of a basic warehouse model from information on operational IS,
- > Aggregation Path Array: planning the aggregation hierarchies to support specified reporting requirements,

- > Logical Model specification of the warehouse.

Each method is immediately applied in a group assignment for a given technical specification and business problem, resp.

Students then learn to implement the specification incorporated in the above models in a data warehouse product, SAP BW. Each student works in a separate virtual data warehouse implementing the system from scratch.

### **DATA WAREHOUSE DEVELOPMENT WITH SAP BW: BALANCED SCORECARDS**

Course Level: Graduate

Instructors: Alexander Prosser,  
Sarah Kellermann

Course Number: 0413

#### **Course Objectives:**

This subject is based upon „Data Warehouse Development with SAP BW: An Introduction“ and provides

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an introduction to business simulation with SAP's strategic enterprise management tool. A balanced score card (BSC) will be created and a business case will be implemented and analyzed in the system.

### **IT-CONTROLLING**

Course Level: Graduate

Instructor: Edward Bernroider,  
Wolfgang Janko

Course Number: 0376

#### **Course Objectives:**

Understand the current problems in IT controlling research

- > Gain a basic perception of IT controlling as adopted in enterprises
- > Understand the regulatory needs
- > Solve basic IT controlling problems in case study settings
- > Overview and basic definitions
- > Strategic and operative IT Controlling
- > IT decision making
- > IT value delivery
- > Selected instruments

- > Regulatory and legal requirements
- > Practical cases

### **E-COMMERCE STANDARD SOFTWARE**

Course Level: Undergraduate

Instructor: Christoph Zauner

Course Number: 1614

#### **Course Objectives:**

Students should be familiar with the basic theory as well as the implementation of e-commerce packaged software.

### **IT-CASE STUDIES: UNDERSTANDING BUSINESS NETWORKS**

Course Level: Graduate

Instructor: Stefan Sobernig

Course Number: 0390

#### **Course Objectives:**

The creation of business networks has become a powerful strategic business trend and participation in such a network can be a strong value proposition for individual

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organizations. We will first look at the business drivers, the organizational framework and market (economic) mechanisms on which business networks are based. From there the course will focus on the use of information technology (IT) as an enabler of business networks. Case studies – illustrating how business networks are utilized in various industries - will be used as a learning tool.

[https://learn.wu-wien.ac.at/dotlrn/classes/ubn/0491.08w/one-community?page\\_num=0](https://learn.wu-wien.ac.at/dotlrn/classes/ubn/0491.08w/one-community?page_num=0)

### **MANAGEMENT SUPPORT SYSTEMS**

Course Level: Advanced / Undergraduate

Instructor: David Meyer

Course Number: 0898

#### **Course Objectives:**

The course gives an Introduction to Management Support Systems. During the lecture the students will

prepare practical exercises involving standard software such as Cognos8 and WEKA for reporting, planning, OLAP, Data Mining, and balanced scorecards.

### **INFORMATION TECHNOLOGY**

Course Level: Undergraduate

Instructor: Rainer Kegel

Course Number: 0393

#### **Course Objectives:**

This introductory course explores how organizations can be more productive through information technology (IT). Topics covered include how to make key decisions about computers, peripherals and operating systems. There are also discussions of investment in IT and outsourcing. The course addresses management problems from the standpoint of senior line management rather than the IT manager. The course features a combination of group work, presentations by the participants and

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critique and supplementary information by the course instructor.

### **ENTERPRISE RESOURCE PLANNING SYSTEMS**

Course Level: Undergraduate / Advanced

Instructor: David Meyer

Course Number: 0382

#### **Course Objectives:**

The course gives an Introduction to Enterprise-Resource-Planning (ERP) systems. During the lecture the students will do a project with Microsoft Navision, that covers all relevant components of an ERP system.

### **ENTERPRISE RESOURCE PLANNING SYSTEMS**

Course Level: Undergraduate / Advanced

Instructor: Maria Madlberger

Course Number: 0381

#### **Course Objectives:**

The course gives an Introduction to Enterprise-Resource-Planning (ERP)

systems. During the lecture the students will do projects with Microsoft Navision, that covers all relevant components of an ERP system.

### **INTEGRATION MANAGEMENT WITH ERP: IMPLEMENTATION PROJECT**

Course Level: Undergraduate

Instructor: Alexander Prosser

Course Number: 0409

#### **Course Objectives:**

This subject re-enforces the lessons learnt in subject „Integration Management with SAP R/3: An Introduction to Logistics and Controlling (VK IV)“ , resp.

A complex case study is implemented by students in project groups of 2-3 students, which combines accounting, production, and logistics processes of a manufacturing company.

Contents:

Master data for the MRP process:

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Implementation of the organizational structure, materials master and material planning , product structure, cost centre planning and work centers, linkage between cost accounting and production/logistics, work centers and their capacity, routings.

MRP and accounting: Deriving sales projections and primary requirements, MRP, planned production orders and purchase requisitions, customizing the MRP process, linking MRP to accounting.

Procurement logistics and accounting: Master data in procurement, information records, processing the purchase requisitions produced by the MRP run and deriving purchase orders; delivery and billing of the items ordered.

Production planning and control: Entering and checking production orders, lot splitting/summarizing, capacity planning and smoothing; process-oriented customize with

respect to scheduling, availability check, calculation schemes, and order execution/confirmation. Sales logistics and revenue accounting: Selling items, price determination, accounting, inventory management, customer management (credit limit, customer-specific discounts, etc.).

### **COMPUTER-MEDIATED COLLABORATIVE WORK**

Course Level: Undergraduate / Advanced

Instructor: Selim Erol

Course Number: 0603

#### **Course Objectives:**

This course is dedicated to distributed systems and related applications to mediate collaborative work. After introducing theoretical aspects of CMCW, we shift to design and implementation considerations as well as the evaluation of CMCW applications. Apart from general issues, one unit is dedicated to a set

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of applications for different tasks including communication, coordination, and cooperation tasks.

## **AUTOMATING WINDOWS AND WINDOWS APPLICATIONS**

Course Level: Undergraduate

Instructor: Rony Flatscher

Course Number: 0900

### **Course Objectives:**

This lecture will serve as a basic introduction into the object-oriented thinking and programming applying the acquired knowledge to automate (script/remote-control) the Windows operating system and Windows applications. There are no pre-requisites necessary to be able to successfully follow this class!

In the course of this class you will learn how easy it is for example to remote-control Windows itself and end-user applications (like MS Office, OpenOffice, Eudora, Acrobat Exchange) and combine them with a

simple script to form new applications that support and solve business process problems.

At the end of this lecture you will have fully understood all taught concepts and be able to apply them (using any scripting language). Besides the object-oriented concepts, you will learn about the Windows infrastructure technologies COM/OLE/ActiveX and (the lesser known) "Windows Script Host (WSH)" which play a very important role in automating/scripting Windows and Windows applications.

## **AUTOMATING (VIA) JAVA APPLICATIONS**

Course Level: Undergraduate

Instructor: Rony Flatscher

Course Number: 0901

### **Course Objectives:**

In this lecture an introduction to an astonishingly simple and interesting possibility of automating (scripting/remote-controlling) Java, Java appli-

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cations and applications that supply programming interfaces for Java (e.g. ARIS, ImageMagick, jfreechart, OpenOffice, PDFBox, etc.) is given. At the end of this class you will be able to understand all concepts and apply them with an arbitrary (script) programming language. This will empower you to automate Java as well as any other Java application. Because Java is by concept open-platform, Java (applications) can usually execute on any hardware and operating system. As a result, this class will enable you to create and deploy fully open-platform scripts (e.g. for the free "OpenOffice.org", a powerful open-platform end-user application, consisting of a word-processor, a spreadsheet, a database and a presentation module).

### **ELECTRONIC COMMERCE – WEB-ENGINEERING 1**

Course Level: Graduate

Instructor: Horst Treiblmaier

Course Number: 0386

#### **Course Objectives:**

This lecture provides basic skills for web programming.

Further information: Web-Engineering

Content: DOM, AJAX, Servlets, JSP, MySQL, Hibernate, Sun Application Server

### **ELECTRONIC COMMERCE – WEB-ENGINEERING 2**

Course Level: Graduate

Instructor: Horst Treiblmaier

Course Number: 0598

#### **Course Objectives:**

In this class students are required to undertake a web programming project. All elements learned in Web-Engineering 1 should be applied. Thus it is recommended to attend Web-Engineering 1 in the same term.

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## **INFORMATION STRUCTURES**

Course Level: Undergraduate

Instructor: Franz Wirl

Course Number: 0394

### **Course Objectives:**

This course explores the basic principles of information structures. At the beginning we will deal with the term information and associated concepts to set up the foundation to cover more specific topics in the following. These include primitive and complex data structures, the relational algebra and SQL, document centered data organisation (including XML, DTD, XSD, XPATH, XSLT) and the Semantic Web (including RDF and RDF Schema)

## **NETWORKS AND NETWORK SECURITIES**

Course Level: Undergraduate

Instructor: Anne Baumgraß

Course Number: 0380

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### **Course Objectives:**

This course examines the fundamentals of computer networks and network security with a focus on Internet Technologies.



# Marketing

# Marketing

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## **MARKETING INTELLIGENCE FOR INTERNATIONAL TOURISM**

Course Level: Graduate

Instructor: Wilhelm Loibl

Course Number: 1841

### **Course Objectives:**

This course will improve your knowledge of moderately advanced marketing tools for analysis, strategy and planning. It is suited for both Austrian students and for students from abroad staying in Vienna long enough to attend the course until the last scheduled session.

Learning by doing is a powerful concept and that is why we meet in the PC Lab once a week. The empirical data sets and the training tasks originate from real-world cases. It depends on you how much you may benefit from the course. There is also some optional material. If you work through it you will be able to perform simple tasks of marketing

analysis yourself. This means you won't need an expert - such as a graduate from the WU's Management Science program - to assist you. The course heavily builds on the individual preparation of selected book chapters and articles, on the participation in classroom discussion, and on active group work.

## **ANALYSIS & DECISION MAKING IN MARKETING**

Course Level: Graduate

Instructors: Brigitte Stangl, Josef Mazanec

Course Number: 0532

### **Course Objectives:**

- You will enjoy this course, if you
- › Dislike being an anonymous student within an inactive mass audience,
  - › Like to really understand the concepts and techniques and want to actually apply them,
  - › Like to seriously work with the PC and want to experiment with soft-
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- ware tools,
- > Prefer to use the best international textbook currently available,
  - > Like to work with your fellow students in a small learning group,
  - > Want to acquire knowledge and skills which you wouldn't learn in management practice, i.e. expect an in-depth discussion of marketing methodology,
  - > Prefer to acquire your credits by continuous participation in classroom discussions rather than by a formal test at the end of the semester (with all its uncertainties).

Further information:

[http://tourism.wu-wien.ac.at/cgi-bin/ift.pl?lehrv/lven/07ss/info\\_A&EiMss07e.html](http://tourism.wu-wien.ac.at/cgi-bin/ift.pl?lehrv/lven/07ss/info_A&EiMss07e.html)

Gary L. Lilien & Arwind Rangaswamy, Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Second Edition, 2002 (<http://www.mktgeng.com/index.cfm>)

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## **GLOBAL STRATEGIC MANAGEMENT**

Course Level: Graduate

Instructor: Brigitte Bojkowszky

Course Number: 1537

### **Course Objectives:**

Global Strategic Management centers on the transnational corporation. It examines the development of strategy in the MNE with the focus on the motivations that draw – or drive – companies abroad, the means by which they expand across borders, and the mind-sets of those who built the worldwide operations. It looks at political, economic, and social forces that shape the business environment in which the MNE operates. This course discusses the organizational structures and systems that need to be put in place to be effective in a complex and dynamic world. Subsequently, it emphasizes the nature of the organizational capabilities that must be developed to make central, local, and transna-

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tional innovations more effective. Moreover, this course focuses on how partnerships such as alliances, JVs, and interfirm networks can be built and managed to develop strategic capabilities that may not be available inside any single MNE. Ultimately, it explores the management challenges of operating a successful MNE.

### **BRAND MANAGEMENT**

Course Level: Graduate

Instructor: Pallab Paul

Course Number: 0473

#### **Course Objectives:**

A company's success and value is determined by the perceptions of customers and other stakeholders. These perceptions are determined by a wide range of brand strategies. Advertising and other marketing communication functions are one source of brand strategies, however, there are many other types of brand management strategies that often

have even greater influence on customers' and other stakeholders' behavior. This course focuses on all types of strategies used to create, build and maintain brands and brand relationships.

### **BRAND MANAGEMENT**

Course Level: Graduate

Instructor: Pallab Paul

Course Number: 1328

#### **Course Objectives:**

A company's success and value is determined by the perceptions of customers and other stakeholders. These perceptions are determined by a wide range of brand strategies. Advertising and other marketing communication functions are one source of brand strategies, however, there are many other types of brand management strategies that often have even greater influence on customers' and other stakeholders' behavior. This course focuses on all types of strategies used to create,

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build and maintain brands and brand relationships.

### **ETHICAL ISSUES IN INTERNATIONAL BUSINESS**

Course Level: Graduate

Instructor: Elisabeth Götze

Course Number: 2095

#### **Course Objectives:**

It is the goal of this course to sharpen students' understanding of social issues in international business. You will gain a deeper understanding of the wide range of managerial challenges when doing business in an international context.

### **GLOBAL MARKETING RESEARCH, CEMS MIM**

Course Level: Graduate

Instructor: Barbara Brenner

Course Number: 0423

#### **Course Objectives:**

This course aims at developing a sound understanding of international

marketing research issues. Students will work on a 'real world' marketing research project, which comprises all steps in an international marketing project starting from secondary research, sampling, data collection and data analysis.

The data analysis will be done with the help of SPSS, thus, all students of this course are required to learn basic applications of SPSS data analysis during the course. Therefore it is **ESSENTIAL** that **STUDENTS** brush up their **STATISTICAL KNOWLEDGE** - as acquired in Statistics 1 - prior to the course. Basic statistical knowledge is **EXPECTED** and the course will **BUILD** on this knowledge. (This is not a statistics class but we will use some statistical analysis methods for our data analysis). Upon completion of this course, students should be able to conduct, evaluate and monitor marketing research projects in an international setting.

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**EMPIRICAL RESEARCH  
PROJECT IN  
INTERNATIONAL  
MARKETING**

Course Level: Undergraduate /  
Advanced

Instructor: Marcus Wurzer

Course Number: 1649

**Course Objectives:**

The course aims at developing a sound understanding of empirical research issues in international marketing. Students (in small groups) will work on showcase but nevertheless 'real world' marketing research projects comprising all necessary steps: starting from developing research questions and hypotheses, instrument (questionnaire) design, sampling, data collection, data analysis, and project reporting. The data analyses will be performed using SPSS. Upon completion of this course, students should be able to conduct, evaluate, and monitor marketing research projects related to

an international setting.

**EXPORT MARKETING  
MANAGEMENT**

Course Level: Undergraduate /  
Advanced

Instructor: Constantine Katsikeas

Course Number: 0908

**Course Objectives:**

The aim of the course is to provide an understanding of the export marketing concept as an important managerial function within the domain of small and medium-sized firms.

- > Familiarize students with the nature of international markets and marketing decisions;
  - > Provide an understanding of the major marketing tools and techniques in the context of exporting activities of small and medium-sized firms;
  - > Make students aware of the role that these tools and techniques play in helping practising export marketing managers perform their
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organizational tasks; and

- › Provide students with an opportunity to analyze export marketing problems and issues of managerial importance.

Marketing of goods and services beyond the domestic market has become increasingly important for the survival and long-term viability of modern business organizations. This is primarily due to such factors as: the increasing tendency toward the adoption of liberal trade policies by most countries; the intensifying competition in the domestic market; and the widely held opinion that international trade contributes to social welfare. Within the broad framework of international business, exporting is an attractive foreign market entry and expansion mode especially for small and medium-sized firms, because of the large capital requirement by alternative types of international involvement such as joint ventures and wholly

owned manufacturing overseas.

Further, the establishment of export activities is vital for companies originating in the context of a relatively small country, as the limited size of the domestic market inhibits many local firms from achieving satisfactory sales levels and marked growth rates. From a national perspective, the involvement of more small and medium-sized firms in export activities is an effective approach in coping with the trade deficit problems experienced by many developed and developing countries.

## **INTERNATIONAL MERGERS & ACQUISITIONS**

Course Level: Undergraduate /  
Advanced

Instructors: Christian Herbst &  
Sascha Hödl

Course Number: 0535

### **Course Objectives:**

Mergers & Acquisitions (M&A) are an

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essential part in the growth of companies. The transactions enable companies to enter new markets quickly and to exploit economies of scale without the need first to capture a high market share. This course gives students an overview of the basic economic, public policy and legal issues in M&A. Students will learn the principal mechanics of such transactions, from the early stages of preliminary screening, due diligence, contract negotiation, regulatory clearances to closing of the deal. Types of transactions covered will include private M&A transactions, public takeovers and private eq-uity transactions. The course format combines introductory lectures with an effort to encourage student presentations and to simulate classroom discussions. Groups which consist of up to five students will – for each session - prepare assignments for in-class presentation. Students are expected

to prepare the recommended reading section and subsequently to participate in discussions in class and to follow reporting on significant M&A transactions in the financial press to be prepared to contribute to transaction analysis by discussions in class.

**INTERCULTURAL  
BUSINESS  
COMMUNICATIONS -  
WITH THE EMPHASIS ON  
THE ROLE OF WOMEN IN  
BUSINESS**

Course Level: Undergraduate /  
Advanced

Instructors: Irena Vida, Domen  
Bajde

Course Number: 0805

**Course Objectives:**

The course provides a background for understanding and managing cultural synergy and human dynamics in a multi-cultural and gender diverse business environment.

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Diversity of cultural values and communication patterns in dynamic business systems are analyzed, and the role of women as managers in cross-cultural business environment is examined.

This course aims to:

- > Assist course participants in becoming aware of and sensitive to the multiplicity of cultures and gender specific issues as they relate to communication, management and marketing
- > Apply knowledge paradigms in cross-cultural and gender communication to generate a broader understanding of differences in order to manage diverse people and their needs in today's dynamic workplace and marketplace
- > Review contemporary literature examining variety of thought and communication patterns as they pertain to culture and gender differences, and to the role of women as managers across cul-

tures

- > Develop critical and creative thinking skills free of bias and stereotypes for problem solving and decision-making in culturally and gender diverse business environments

**INTERCULTURAL  
BUSINESS  
COMMUNICATIONS -  
WITH THE EMPHASIS ON  
THE ROLE OF WOMEN IN  
BUSINESS**

Course Level: Undergraduate /  
Advanced

Instructors: Irena Vida, Domen  
Bajde

Course Number: 1307

**Course Objectives:**

The course provides a background for understanding and managing cultural synergy and human dynamics in a multi-cultural and gender diverse business environment. Diversity of cultural values and com-

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munication patterns in dynamic business systems are analyzed, and the role of women as managers in cross-cultural business environment is examined.

This course aims to:

- > Assist course participants in becoming aware of and sensitive to the multiplicity of cultures and gender specific issues as they relate to communication, management and marketing
- > Apply knowledge paradigms in cross-cultural and gender communication to generate a broader understanding of differences in order to manage diverse people and their needs in today's dynamic workplace and marketplace
- > Review contemporary literature examining variety of thought and communication patterns as they pertain to culture and gender differences, and to the role of women as managers across cultures

- > Develop critical and creative thinking skills free of bias and stereotypes for problem solving and decision-making in culturally and gender diverse business environments

**MARKETING  
COMMUNICATIONS:  
PERSUASIVE  
DISCOURSE IN ACTION**

Course Level: Undergraduate

Instructor: Gerlinde Mautner

Course Number: 2217

**Course Objectives:**

- > To introduce students to key concepts in marketing communications.
- > To raise students' critical awareness of the communicative strategies used to maximise persuasive impact.

Each unit will combine theory and authentic examples.

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## **INTERNATIONAL MARKETING A**

Course Level: Undergraduate

Instructor: Christof Miska

Course Number: 2046

### **Course Objectives:**

It is the aim of this class to introduce to the students basic concepts of international marketing. In particular, students will learn how to select and enter foreign markets for a given product and to design an appropriate marketing mix for international markets. Moreover, we will discuss issues such as the nature of globalisation and ethics in international marketing.

## **INTERNATIONAL MARKETING B**

Course Level: Undergraduate

Instructor: Elisabeth Götze

Course Number: 2070

### **Course Objectives:**

It is the aim of this class to introduce to the students basic concepts

of international marketing. In particular, students will learn how to select and enter foreign markets for a given product and to design an appropriate marketing mix for international markets. Moreover, we will discuss issues such as the nature of globalisation and ethics in international marketing.

## **INTERNATIONAL MARKETING**

Course Level: Undergraduate

Instructor: Elisabeth Götze

Course Number: 1912

### **Course Objectives:**

It is the aim of this class to introduce to the students basic concepts of international marketing. In particular, students will learn how to select and enter foreign markets for a given product and to design an appropriate marketing mix for international markets. Moreover, we will discuss issues such as the nature of globalisation and ethics in interna-

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tional marketing.

## **CROSS-CULTURAL MANAGEMENT**

Course Level: Undergraduate

Instructor: Barbara Brenner

Course Number: 0594

### **Course Objectives:**

This course addresses practical skills for global managers. It examines common issues and best practices for managing a global workforce as well as relations with important customers and partners. Managers with keen strategic insights often fall short when it comes to practical implementation because they lack the skills required to interface effectively with their counterparts from around the world.

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**Regional  
and  
European  
Studies**

# Regional and European Studies

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## **THE EUROPEAN UNION IN ENGLISH: LANGUAGE IN AND AROUND THE EU**

Course Level: Graduate

Instructor: Christopher Ross

Course Number: 0564

### **Course Objectives:**

To enable students to discuss effectively in English topics relating to the development and workings of the European Union.

## **ECONOMIC POLICY - CHALLENGES FROM THE CRISIS**

Course Level: Undergraduate /  
Advanced

Instructor: Georg Busch

Course Number: 0648

### **Course Objectives:**

Specific topics of economic policy and the problems of policy co-ordination in the EU are discussed (stability and growth pact, Lissabon strategy, employment policy etc.)  
The institutional set up for economic

policy, the framework for decision processes in the EU, the successes and failures of the common policy with regard to the basic goals are critically reviewed.

## **EUROPEAN LAW AND ECONOMICS**

Course Level: Undergraduate

Instructor: Katrin Forgo

Course Number: 1488

### **Course Objectives:**

A key element of the business environment is its legal framework. In this context, European Community (EC) law should be mentioned in particular. Substantial changes to the business environment, all of which result from EC law (e.g. the Single Market and European Monetary Union), as well as the wide range of EU/EC activities (a large majority of all legislative acts valid within the Member States of the European Union is of „EU/EC origin“) demonstrate that a profound knowl-

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edge of EU/EC law constitutes a vital pre-condition for successful entrepreneurship. Recent enlargements of the European Union (EU) have resulted in an even broader application of the so-called „acquis communautaire“, or Community acts, and have, therefore, further increased the importance of European law. In view of on-going „globalisation“, however, also the World Trade Organisation (WTO) and its legal order represent areas of great importance. The knowledge of WTO-related matters is therefore another must.

## **EUROPEAN LAW AND ECONOMICS**

Course Level: Undergraduate

Instructor: Katrin Forgo

Course Number: 1771

### **Course Objectives:**

A key element of the business environment is its legal framework. In this context, European Community (EC) law should be mentioned in

particular. Substantial changes to the business environment, all of which result from EC law (e.g. the Single Market and European Monetary Union), as well as the wide range of EU/EC activities (a large majority of all legislative acts valid within the Member States of the European Union is of „EU/EC origin“) demonstrate that a profound knowledge of EU/EC law constitutes a vital pre-condition for successful entrepreneurship. Recent enlargements of the European Union (EU) have resulted in an even broader application of the so-called „acquis communautaire“, or Community acts, and have, therefore, further increased the importance of European law. In view of on-going „globalisation“, however, also the World Trade Organisation (WTO) and its legal order represent areas of great importance. The knowledge of WTO-related matters is therefore another must.

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## **LOCAL AND REGIONAL DEVELOPMENT**

Course Level: Undergraduate

Instructor: Gunther Maier

Course Number: 0953

### **Course Objectives:**

The aim of this course is to introduce students to questions of business location and of local and regional development. The course will be based on a set of readings which will be presented and discussed in the meetings. All students are expected to have read the readings.

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## CONTACT INFORMATION

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and Business)**

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