

Course Brochure

Faculty of Social Sciences, Economics and Business

Courses taught in English

Spring 2018

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Important

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

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Faculty of Business, Economics and Social Sciences

BUSINESS COURSES – BACHELOR LEVEL

Department of International Management

247051, 247052, 247053 Managing People and Organizations

Intensive Course, 1.00 hours, 2.00 ECTS credits, intensive sessions

247051 Dr. Grégory Bartel, MBA		
Friday, April 27,	10:15 – 17:00,	room: S2 054
Saturday, April 28,	10:15 – 17:00,	room: HF 9901

or

247052 Richard Wan, MGB		
Monday, May 7,	09:15 – 16:15	room: ESH 2
Monday, May 14,	09:15 – 16:15	room: ESH 2

or

247053 Edith Juhász, MSc		
Friday, April 6,	09:15 – 17:00,	room: MZ 003B
Saturday, April 7,	09:15 – 15:15,	room: MZ 003B

(will only be offered when all other sessions are full:)

247054 Miriam Altmann, BSc		
Saturday, May 19,	10:15 – 17:00,	room: HF 9904
Saturday, May 26,	10:15 – 17:00,	room: HF 9904

Lecturers

Miriam Altmann, BSc, Dr. Grégory Bartel, MBA, Edith Juhász, MSc, and Richard Wan, MGB (Johannes Kepler University, Linz)

Entry requirements

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

Contact

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

Overview

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

Course objectives of the intensive course

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

Method and Preparatory Assignments

The intensive course consists of two blocked sessions held in English by a lecturer, who is an expert on the topic of intercultural cooperation. Already prior to course start, students conduct an interview with an individual from a culture different from their own cultural background and write a preparatory assignment, which is based on texts available in KUSSS as of semester start (the whole book is available in the university library as well):

Adler, N. J. & A. Gundersen (2008): International Dimensions of Organizational Behavior, Mason, OH: Thomson South-Western, 5th Edition. → Chapter 1 (Culture and Management), 2 (How Cultural Differences Affect Organizations) and 5 (Managing Multicultural Teams).

Students find all details necessary for their preparatory work in KUSSS about three weeks prior to course start (please make sure your email address in KUSSS is correct).

Assessment and Grading

Attendance is mandatory during both blocked sessions. Assessment is based on (1) an individually-written preparatory assignment, (2) a preparatory interview about cultural differences, (3) a written group paper assigned after the second session, and (4) a concluding individually-written reflection paper.

For a positive overall grade students need: positive grades on the preparatory assignment and interview, 100% attendance and active participation during both sessions, a positive grade on the group paper, and a passing grade on the reflection paper. Delays in the hand-in of assignments or weak participation lead to a lowering of the course grade.

Additional Information

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

247005 International Business

Course, 2.00 hours, 3.00 ECTS credits

Monday, March 5,	13:45 – 17:00,	room: HF 9901
Monday, March 12,	13:45 – 17:00,	room: HF 9901
Monday, March 19,	13:45 – 17:00,	room: HF 9901
Monday, April 9,	13:45 – 17:00,	room: HF 9901
Monday, April 16,	13:45 – 17:00,	room: HF 9901
Monday, April 23,	13:45 – 15:15,	room: HS 1

Lecturers

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

Contact

For handing in assignments, questions or problems please contact: richard.wan@jku.at

Entry requirements

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

Course objectives

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

Course contents

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

Course structure

The course is comprised of five sessions (four academic hours each), followed by a sixth session where the final exam takes place.

Throughout the course, a combination of lectures and applied discussions of case studies and / or current events in international business are used to introduce students to the international business environment with its challenges, risks and opportunities. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class contribution in the discussions and group exercises are essential for students to get the full value from the class. Therefore, students are expected to contribute equally to all group-level assignments (e.g. case studies) and display an open, motivated and constructive mindset.

Grading

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

Level	Assessment	Percentage
Group	Case Study Analysis 1	20 %
Group	Case Study Analysis 2	20 %
Individual	Short Tests (à 10 %)	20 %
Individual	Final Exam	40 %

For a passing grade you need 50% of the points from each assessment and in total at least 60% of the points. The final grade is calculated as follows (in %):

90-100 (1); 80-89.5 (2); 70-79.5 (3); 60-69.5 (4); 0-59.5 (5)

Readings

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

247004 International Market Entry

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

Monday, May 7,	13:45 – 17:00,	room: HF 9901
Monday, May 14,	13:45 – 17:00,	room: HF 9901
Monday, May 28,	13:45 – 17:00,	room: HF 9901
Monday, June 4,	13:45 – 17:00,	room: HF 9901
Monday, June 11,	13:45 – 17:00,	room: HF 9901
Monday, June 18,	13:45 – 17:00,	room: HF 9901

Lecturer

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

Contact

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

Entry requirements

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

Course objectives

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

Course Structure

The course is comprised of six sessions (four academic hours each).

International Market Entry is an integrating module that aims to combine theoretical and practical insights into how companies manage international expansion and maintain international operations with the help of strategic management. Building on the knowledge gained in the course “International Business”, we now closely look at the multinational company (MNC) and how it acts and reacts in the global arena.

New concepts and theoretical frameworks are learned through an integrated blend of lectures, case studies, a simulation, group work and in class discussions. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class participation in the discussions and group exercises are essential for you to get the full value from the class. The market entry simulation should give you an opportunity to launch and manage a company in a dynamic, growing, international market and expand its presence regionally throughout Latin America.

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

Assessment and Grading

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

Level	Assessment	Percentage
Group	Case Study Analysis (1 case)	10%
Group	Strategy for expansion	10%
Group	Simulation Outcome	10%
Group	Simulation Presentation	10%
Group	Simulation Report	10%
Individual	Written Exam	50%
	Maximum:	100%

For a passing grade you need 50% of the points from each assessment and in total at least 60% of the points. The final grade is calculated as follows:

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

Readings

Reading the required texts prior to the lecture is highly recommended for the sufficient contribution in class and vital for the understanding of the simulation.

All reading material can be found on KUSSS.

247009 Cross Cultural Management

Seminar, 2.00 hours, 3.00 ECTS credits

Thursday, March 8,	8:30 – 11:45,	room: K 033C
Thursday, March 15,	8:30 – 11:45,	room: K 033C
Thursday, March 22,	8:30 – 11:45,	room: K 033C
Thursday, April 19,	8:30 – 11:45,	room: K 033C
Thursday, April 26,	8:30 – 11:45,	room: K 033C
Thursday, May 3,	8:30 – 11:45,	room: K 033C
Thursday, May 24,	8:30 – 11:45,	room: K 033C

Lecturers

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

Entry requirements

This course is open to international students without further requirements.

Course Objectives

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

Course Content and Structure

The course covers the following topics: Introduction to culture; cultural dimensions; cross-cultural communication and negotiation; cultural adaptation and acculturation; leadership, multicultural teams and cross-cultural conflict; intercultural exposure and experiences.

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

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

Requirements and Grading

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

Three short tests (the best 2 count toward the final grade)	40 points (20 each)
Two reflective essays	40 points (20 each)
Class participation	20 points

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

Short tests (20 points each):

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

Reflective essays (20 points each):

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

Class participation (20 points):

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

247010 Cross Cultural Management

Seminar, 2.00 hours, 3.00 ECTS credits

Thursday, March 8,	13:45 – 17.00,	room: K 033C
Thursday, March 15,	13:45 – 17.00,	room: K 033C
Thursday, March 22,	13:45 – 17.00,	room: K 033C
Thursday, April 12,	13:45 – 17.00,	room: K 033C
Thursday, April 19,	13:45 – 17.00,	room: K 033C
Thursday, April 26,	13:45 – 17.00,	room: K 033C
Thursday, May 24,	13:45 – 17.00,	room: K 033C

Lecturer

Edit Juhász, MSc (Johannes Kepler University)

Entry requirements

This course is open to international students without further requirements.

Course Objectives

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

Course Content and Structure of Requirements

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

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

Consequently, any missed graded component in the respective session will result in a negative grade.

Cross-cultural management is best learned in practice. Therefore, the course design is very interactive and builds on the cross-cultural composition of the class as best as possible. Be prepared to bring your personal experience to class and share it with your classmates.

Reading the required texts prior to the lecture is highly recommended for the sufficient contribution in class.

Additionally, issues of

Requirements and Grading

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

Three short tests (the best 2 count for the final grade)	40 points (20 each)
Two individual assignments	40 points (20 each)
Class participation	20 points

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

Short tests (20 points each):

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

Individual assignment (20 points each):

Concerning individual assignments you have two options:

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

OR

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

For both assignment you will receive preparation in class.

Class participation (20 points):

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

247006, 247007 Current Issues in International Management Organization and Management of Multinational Enterprises

Seminar, 2.00 hours, 3.00 ECTS credits, weekly course

247006	Dr. Grégory Bartel, MBA		
Tuesday, March 6,	12:00 – 13:30,	room: HF 9904	
Tuesday, March 13,	12:00 – 13:30,	room: HF 9904	
Tuesday, March 20,	12:00 – 13:30,	room: HF 9904	
Tuesday, April 10,	12:00 – 13:30,	room: HF 9904	
Tuesday, April 17,	12:00 – 13:30,	room: HF 9904	
Tuesday, April 24,	12:00 – 13:30,	room: HF 9904	
Tuesday, May 8,	08:30 – 10:00,	room: HF 9904	
Tuesday, May 15,	12:00 – 13:30,	room: HF 9904	
Tuesday, May 29,	12:00 – 13:30,	room: HF 9904	
Tuesday, June 5,	12:00 – 13:30,	room: HF 9904	
Tuesday, June 12,	12:00 – 13.30,	room: HF 9904	Stand-by

or

247007	Richard Wan, MGB		
Tuesday, March 6	08:30 – 10:00	room: HF 9905	
Tuesday, March 13	08:30 – 10:00	room: HF 9905	
Tuesday, March 20	08:30 – 10:00	room: HF 9905	
Tuesday, April 10	08:30 – 10:00	room: HF 9905	
Tuesday, April 17	08:30 – 10:00	room: HF 9905	
Tuesday, April 24	08:30 – 10:00	room: HF 9905	
Tuesday, May 8	08:30 – 10:00	room: HF 9905	
Tuesday, May 15	08:30 – 10:00	room: HF 9905	
Tuesday, May 29	08:30 – 10:00	room: HF 9905	
Tuesday, June 5	08:30 – 10:00	room: HF 9905	
Tuesday, June 12	08:30 – 10:00	room: HF 9905	Stand-by

Lecturers

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

Entry requirements

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

Contact

For handing in assignments, questions or problems please contact: gregory.bartel@jku.at, richard.wan@jku.at

Course objectives

- Understand the nature of MNCs and the way they operate globally
- Develop a critical understanding of selected current international management issues
- Develop advanced theoretical and practical knowledge of contemporary international management issues
- Develop skills in sourcing and using relevant data to present information in an effective and valuable manner

Course content

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

Pedagogical approach

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

Requirements and Grading

Grading will be based on four categories:

Level	Assessment	Points
Individual	Short Test	10
Individual	Exam	40
Group	Seminar Paper	30
Group	Presentation	20
	Maximum points:	100

For a passing grade you need more than 50 per cent in each one of the categories

For a final passing grade you need to earn at least 60 per cent of the total points. The final grade will be calculated according to the following formula:

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

Required reading

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

247033 Special Topics in International Management – International Negotiations

Intensifying Course, 2.00 hours, 3.00 ECTS credits

Wed, April 18,	08:30 – 11:45	room: tba	Introduction and Input Basic Negotiations; meeting held by Prof. Auer-Rizzi , Reading Package (Part I) handed out
Wednesday, May 2,	08:30 – 10:00,	room: K 033C,	Mid-term Exam
Monday, May 7,	08:30 – 11:45	room: MT 226,	Input International Negotiations
Wednesday, May 9,	08:30 – 11:45,	room: tba	FINS Preparation, Reading Package (Part II) handed out
Wednesday, May 16,	08:30 – 11:45,	room: K 224B	FINS Consultations, (no regular course session; groups meet with Prof. Elangovan within this time frame)
Friday, May 18,	08:00 – 22:00,	room: KHG 1	FINS Exercise (Full attendance mandatory!)
Wednesday, May 23,	08:30 – 11:45,	room: K 224B	FINS Presentations, Debriefing, Conclusion

Lecturer

Dr. Ambathur R. Elangovan PhD (University of Victoria, Canada)

Contact

For handing in documents (e.g. entry requirements for international students, group reports), for questions or problems please contact Prof. Erna Szabo, the course coordinator, at erna.szabo@jku.at.

Entry requirements

Successful completion of at least one course in the area of International Management or International Business. Please provide the relevant documents - course outline(s) and grade(s) of course(s) taken at home university - to the course coordinator, Prof. Erna Szabo, at the Department of International Management (Hochschulfondsgebäude, 2nd floor, room HF210) by **Monday, April 9th** at the latest. Alternatively, you can send the documents to erna.szabo@jku.at electronically (same deadline). **Students who fail to provide the required documents on time cannot participate in the course!**

Course objectives

In the today's global economy, it is becoming increasingly important and necessary for managers and business leaders to engage in and negotiate contracts and projects in foreign countries. Most often this involves negotiating with several companies and organizations in the host countries, dealing with government agencies, regulations and offices in these countries, and, sometimes, signing special agreements with other competing multinationals that operate or want to operate in these countries. In addition, international negotiators have to strategically handle the media that can make or break a deal. Whether it is a simple licensing agreement or a joint-venture or a foreign-direct investment project, international business negotiations are often challenging and complex undertakings that require excellent negotiating and diplomatic skills.

This course is designed to help students become aware of some of these challenges and to learn to deal with them. The objectives of this course are to explore and "experience" the dynamics, challenges and intricacies of international negotiations. The course first introduces some core concepts in basic negotiations and then shifts the focus to the global arena. It also complements the knowledge and skills that students have acquired in other business courses (e.g., finance, marketing).

Course Structure

This course is very experiential in nature and is structured around a very interesting and challenging simulation called the Foreign Investment Negotiation Simulation (FINS). Two three-hour sessions at the beginning of the course offer a basic introduction to the key concepts in negotiations along with mini-simulations. This is followed by an introduction session to international negotiations and the FINS exercise. Subsequently, the core of the course focuses directly on the FINS exercise. In this exercise three multinational companies, different governments, and several host-country companies are engaged in intense, complex and highly competitive negotiations in the micro-analyzer industry. Student groups will represent the different parties and the negotiations will last for a whole day. Prior to the beginning of the simulation, I will work with each student group to help develop a strategy for the simulation. In addition, during the simulation, I will play the role of the moderator as well as the role of the *European Business Journal*. The Journal will be published several times during the simulation and student groups may submit press releases to the Journal at any time. The course will conclude with a three-hour de-briefing session where we will analyze the outcomes, experiences and issues.

Course Requirements

- (1) *Mid-term exam*: "Getting to Yes" materials.
- (2) *Attendance is mandatory during all class sessions*.
- (3) *Participation*: Students are expected to participate fully and intensively in the class discussions, simulations, and the FINS exercise and debriefing. Participation will be evaluated on the following criteria:
 - a) Quality of preparation for the exercises, including familiarity with the reading material and FINS material.
 - b) Quality of performance on the class simulations and FINS exercise.
 - c) Quality of participation in the de-briefing sessions.
 - d) Quality of contributions during discussion of concepts and readings.
- (4) *Group Report and Presentation*: Student groups are expected to present their strategy planning, developments, implementation, and outcomes and key lessons learned in the FINS exercise. Special emphasis should be placed on a post-event analysis of what went right/wrong and why, and a discussion of insights into international, multi-party negotiating and "lessons learned" for the future. The report should also focus on intra-team dynamics and implications for multi-party negotiations (15-20 pages, double-spaced, size 12 fonts). The oral presentations will take place during the de-briefing session (10 minutes maximum per group). The group reports have to be handed in electronically a week later. Some points to structure the paper are:
 1. What happened in the negotiation, i.e., what were the key events?
 2. How did your group prepare for the negotiations?
 3. How did your group and the others behave in this exercise?
 4. What did you learn about yourself and others from this experience?
 5. How did the context of a multi-party, "international" negotiation affect your behaviour and experience?

6. Specify the differences and similarities in dealing with the various parties (governments, local companies, multinational companies, media) in this negotiation. What were the biggest challenges involved in dealing with each of these parties?
7. What did you learn about international negotiations from this situation? What advice would you give an international negotiator?
8. How do the concepts in lectures, readings and the basic negotiations course enrich your understanding of the process of international negotiation, its outcome, and your own style and performance?
9. What would you do that's the same or different in the future, or how would you like to behave in order to perform more effectively?

Grading

Mid-term Exam	15 points
Class Participation	10 points
Participation – FINS Exercise	20 points
Group Report	40 points
Group Presentation	15 points
Overall	100 points

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

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

Readings

Materials (contained in Reading Package, Part I)

a) Fisher, R. & Ury, W., 1991, *Getting to Yes*, New York: Penguin Books (material for mid-term exam)

b) Selected articles

- 1) "Culture and Negotiation: An Introduction", by G. Faure & G. Sjöstedt.
- 2) "Negotiating Globally" by Nancy Adler.
- 3) "Global Negotiating: Vive les Differences", by Sergey Frank.
- 4) "The Dynamics of International Business Negotiations", by Arvind Phatak & M. Habib.
- 5) Excerpts on "Market Entry Modes" and "Political Ideology and Foreign Direct Investments".

Materials (contained in Reading Package, Part II)

c) Foreign Investment Negotiation Simulation (FINS) Participant Manual

Recommended Books

Adler, Nancy J., 2002, *International Dimensions of Organizational Behavior*, 4th Edition, Boston, MA: South-Western.

or

Adler, Nancy J. with Gundersen, A., 2008, *International Dimensions of Organizational Behavior*, 5th Edition, Mason, OH: South-Western.

Cialdini, R., 1993, *Influence: Science and Practice*, New York: Harper Collins.

Institute of Organization

266031 Financing Cultural Events

Seminar, 2.00 hours, 3.00 ECTS credits

Thursday, March 8,	8:30 – 11:45,	room: S3 058
Thursday, April 12,	8:30 – 13:30,	room: tba
Thursday, April 26,	8:30 – 13:30,	room: ESH 1
Thursday, May 3,	8:30 – 13:30,	room: ESH 2
Thursday, May 17,	8:30 – 13:30,	room: ESH 1

Lecturer

Dr.in Karina Lochner (Johannes Kepler University, Linz)

Entry requirements

All students will be expected to have a good command of both written and spoken English, basic knowledge in the field of Financial Management and the principles of academic research.

JKU regular students must have completed the courses "Issues and Theories of Cultural Studies II" in addition to 14 ECTS credits from the basic core subjects in Business and Economics, including the course "Financial Management".

Objectives

The course focuses on interdisciplinary base concepts of corporate finance and business finance associated with cultural projects, initiatives, and organization.

Course content

The course will address current issues, including financial issues pertaining to regional festivals, the organizational finance of international tours, raising funds for local cultural initiatives, etc.

Assessment

Active participation, seminar paper, presentation

266002 Cultural Marketing

Seminar, 2.00 hours, 3.00 ECTS credits

Tuesday,	08:30 – 10:00	room: MZ 412A
March 6 th to June 26 th , 2018		

Lecturer

Mag.a Dr.ⁱⁿ Christiane Steinlechner-Marschner (Johannes Kepler University, Linz)

Entry requirements

All students will be expected to have a good command of both written and spoken English, basic knowledge in the field of Marketing and the principles of academic research. Above that students are advised to have a strong interest in the management of cultural organisations.

JKU regular students must have completed the courses "Issues and Theories of Cultural Studies II" in addition to 10 ECTS credits from the basic core subjects in Business and Economics, including the course "Marketing".

Objectives

Students will acquire a basic understanding of marketing task fields as well as an understanding of a market and customer oriented focus and direction for cultural projects. Students will learn which aspects of marketing concepts must be observed for cultural institutions and understand the correlations between individual task areas. Students will critically reflect on the development of a market identity for a cultural institution and/or project, understand market, customer and competitive analysis parameters, learn more about the basics of customer segmentation and defining target groups, enabled to position cultural projects and clearly communicate their value proposition and will explore general opportunities of marketing and market development.

Content

Selected aspects of marketing in regards to cultural projects and locations, such as the development of a brand for a cultural project, customer segmentation and customer oriented customer offers, the basic principles of press relations, cultural sponsoring and communication strategies, particularly in regards to cultural related tasks and projects.

Assessment

Written work, in-class participation

266015 Organization and Innovation

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

Wednesday, March 7,	12:00 – 15:15	room: HF 9901	Introduction: Organization, Creativity, Innovation
Wednesday, March 14,	12:00 – 15:15	room: HF 9901	Change Processes & Resistance to Change in Org.
Wednesday, March 21,	12:00 – 15:15	room: HF 9901	Individual and Group Creativity
Wednesday, April 11,	12:00 – 15:15	room: HF 9901	Organizational Structure
Wednesday, April 18,	12:00 – 15:15	room: HF 9901	Leadership and Culture
Wednesday, April 25	12:00 – 15:15	room: HF 9901	Exam

Lecturer

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

Entry requirements

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

Contact

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

Course objectives

This course aims to provide a comprehensive introduction to the topic of organization and innovation. It hereby brings together three streams of theoretical and empirical inquiry: organizational change, organizational creativity, and innovation research. Students should:

- Become familiar with the history of organization theory and management practices
- Understand the main challenges for innovation and organizational change
- Learn about core models of organizational creativity and innovation
- Learn to take an analytical approach to the study of organizations, drawing on several theoretical perspectives simultaneously
- Become able to critically reflect on contemporary innovation research and practice from an organizational perspective
- Learn techniques used to create and foster innovation and creativity
- Gain ability to act as change agents in the organization

Course contents

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

Course assessment

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

Class regulations

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

Readings

Dawson, P. & Andriopoulos, C. 2014. Managing change, Creativity and Innovation. 2nd ed. Sage. (hereafter: “D/A”)

266027 Management Skills: Creative Abilities

Course, 2.00 hours, 3.00 ECTS credits, recommended semester: 3rd and higher

Thursday, March 8,	10:15 – 18:00	room: ESH 3
Thursday, April 12,	10:15 – 18:00	room: HT 177F
Thursday, June 14,	10:15 – 18:00	room: tba

Lecturer

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

Context

Research on creative behavior shows that skills for creative problem solving are not something given (i.e. based on genetics), but something that one can learn. Studying twins indicates that different environments and experiences are the main factors responsible for varying performance scores regarding creative abilities.

If this holds true, the question becomes how to improve one's own skills regarding knowledge generation, creativity and innovation. Exploring this question on an individual level and exposing students to new experiences – facilitated and coached by the lecturer – are the core elements of this course.

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

Course objectives

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

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

Course Flow

1. Preparing a poster based on the topics of this course (task will be announced end of September in KUSSS)
– mandatory
2. Date 1 – mandatory
 - a. Presentation of posters
 - b. Input on creative thinking/doing skills and on innovation
 - c. Preparing personal challenges aiming at enhancing personal creative abilities
3. Implementing personal challenges one and two
4. Date 2 – mandatory
 - a. Reflection on personal challenges one and two
 - b. Adaptation of learning path
5. Preparing and implementing challenges three and four
6. Date 3 – mandatory
 - a. Story-telling of experiences
 - b. Capturing learnings
 - c. Revision of original poster of one's own strengths/weaknesses regarding creative problem solving skills

Performance Appraisal

- Attendance (see above dates)
- Preparatory work and poster presentation at date 1 (20% contribution for final grade)
- Learning/Innovation Journal (50% contribution for final grade)
 - Selection of personal challenges: courageous and challenging (enabling deep learning and novel experiences)
 - Documentation of activities
- Reflection of insights and learnings – presentation at date 3 (30% contribution for final grade)

266047 Special Topics in Organisation and Innovation – Technology Adaptation- and Innovation Management

Seminar, 2.00 hours, 3.00 ECTS credits,

Monday, April 16,	10:15 – 13:30,	room: S3 057
Monday, April 23,	10:15 – 17:00,	room: ESH 2
Tuesday, May 22,	10:15 – 17:00,	room: MZ 112B

Lecturer

DI Dr. Johannes Gartner (Johannes Kepler University, Linz)

Course Objectives

Upon successful completion of the course, the students will understand the principals of emerging technologies, disruptions, trends and hypes. They learn how to monitor new technological developments to prepare for rational decision making.

Students earn a deep and holistic understanding of fundamental innovation and technology management practices. They learn to assess short- and long-term consequences of specific technologies and distinguish between trends, hypes and potentials.

Course content

Technological innovation continually disrupts society and business. At the same time trends and hypes frightens whole industries and pressures them to quick decision makings. As a consequence, the social and innovation implications of new technologies have to be assessed in order to derive recommendations for companies. In this course, we work on the various techniques employed to make such assessment, spanning from monitoring, forecasting and integrative technology assessment. We will discuss the aims of these approaches and their limitations in a practical way.

Grading

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

Teaching methods

- Autonomous research and reading of literature
- Students' presentations
- Discussions

OR

266048 Special Topics in Organization and Innovation – Online Information Retrieval in Science and Beyond

Seminar, 2.00 hours, 3.00 ECTS credits, weekly

Tuesday, March 20,	15:30 – 19:45,	room: MT 128
Tuesday, April 10,	15:30 – 18:45,	room: HS 11
Tuesday, April 17,	15:30 – 18:45,	room: HS 11
Tuesday, May 8,	15:30 – 18:45,	room: HS 17
Tuesday, May 15,	15:30 – 18:45,	room: HS 17
Wednesday, May 23,	15:30 – 18:45,	room: HS 17

Lecturer

Dr. Michael Gusenbauer (Johannes Kepler University, Linz)

Course Objectives

Upon successful completion of the course, students will understand the fundamentals of information needs, and information retrieval. They will get an idea of the vast worldwide knowledge output and will be introduced into ways of tapping these rich sources. In particular they will get to know a selection of the most relevant scientific search engines and how to efficiently navigate them. Their understanding will involve a toolbox of various search heuristics that also make use of advanced query techniques. Through their work assignments they will get to know first-hand which search engines to choose for exploratory or systematic search tasks. Then, to organize the information identified students will be familiar with knowledge organization tools like Citavi. All in all, this course is not only relevant for scientific work, but is also applicable for daily information search on the web - may it be finding a new home or a sofa.

Course content

Every innovation starts with insights. Today these insights are to a large extent inspired by the information and knowledge accessible online. Whenever information needs arise, users employ search strategies to satisfy these needs in order to reduce their cognitive dissonance. The result of the search process is not only the search result itself, but also an insight into the investigated topic and its different facets surrounding the topic. This way knowledge workers learn throughout the process; even more so when information needs are pronounced and the value of new insights is high. Throughout this process the knowledge worker absorbs new information and processes it through either accommodation (i.e. the modification or change of existing knowledge structures) or assimilation (i.e. the addition of information to existing knowledge structures) (Piaget, 1952). The knowledge workers search processes greatly differ in the concrete strategies, methods and tools employed.

It is important to understand the fundamental concepts of information retrieval (search and organization), especially in the context of science. In this course we will challenge some of the common methods of retrieving information and expand our understanding of techniques and sources.

Students themselves will work on their own knowledge needs that arise especially in their theses work. Hence, they can apply the techniques and tools thought in this course directly in their scientific work. In this process it is crucial for students to concretize their abstract knowledge needs and iteratively improve their understanding as they learn through searching. Finally, students will present their findings in class. The techniques learned in this course are also highly relevant professionally and personally as the occasions extensive knowledge needs arise are diverse.

Grading

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

Teaching methods

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

Readings [excerpt]

Borlund, P. and Dreier, S. (2014). 'An investigation of the search behaviour associated with Ingwersen's three types of information needs'. *Information Processing & Management*, 50 (4), 493–507.

Piaget, J. (1952). *Origins of intelligence in the child*. New York: International Universities Press, Inc. [OPTIONAL]

Vakkari, P. (2016). 'Searching as learning. A systematization based on literature'. *Journal of Information Science*, 42 (1), 7–18.

266045 Research Seminar Structures and Behaviour

Seminar, 2.00 hours, 3.00 ECTS credits, recommended semester: 3rd and higher

Tuesday, March 13,	10:15 – 12:45,	room: tba
Wednesday, April 11,	10:15 – 14:30,	room: ESH 3
Friday, May 25,	10:15 – 18:00	room: K 001A
Tuesday, May 29,	10:15 – 14:30,	room: tba

Lecturer

Univ.Prof. Dr. Matthias Fink

Course objectives

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

Course content

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

Grading

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

Teaching methods

- Autonomous research and reading of the literature
- Students' presentations
- Discussions

Institute of Production and Logistics Management

245615, 245616, 245617 Advanced Logistics and Supply Chain Management

Intensive Course, 1.50 hours, 2.00 ECTS credits,

245615

Tuesday, March 13,	15:30 – 17:00,	room: K 153 C	
Monday, March 19,	15:30 – 17:00,	room: BA 9912	
Tuesday, April 10,	15:30 – 17:00,	room: K 153 C	
Tuesday, April 17,	15:30 – 17:00,	room: K 153 C	
Tuesday, April 24,	15:30 – 17:00,	room: K 153 C	
Wednesday, May 2,	15:30 – 17:00,	room: K 033C	
Tuesday, May 8,	15:30 – 17:00,	room: K 153C	Stand-by
Wednesday, May 23,	10:15 – 11:45,	room: HS 15	Exam
Wednesday, September 5,	10:15 – 11:45,	room: HS 15	Re-exam

or

245616

Wednesday, March 14,	08:30 – 10:00,	room: ESH 2	
Tuesday, March 20,	08:30 – 10:00,	room: K 001A	
Wednesday, April 11,	08:30 – 10:00,	room: ESH 2	
Wednesday, April 18,	08:30 – 10:00,	room: ESH 2	
Wednesday, April 25,	08:30 – 10:00,	room: ESH 2	
Thursday, May 3,	08:30 – 10:00,	room: MZ 003B	
Wednesday, May 9,	08:30 – 10:00,	room: ESH 2	Stand-by
Wednesday, May 23,	10:15 – 11:45,	room: HS 15	Exam
Wednesday, September 5,	10:15 – 11:45,	room: HS 15	Re-exam

or

245617

Wednesday, March 14,	10:15 – 11:45,	room: ESH 2	
Monday, March 19,	10:15 – 11:45,	room: S2 046	
Wednesday, April 11,	10:15 – 11:45,	room: ESH 2	
Wednesday, April 18,	10:15 – 11:45,	room: ESH 2	
Wednesday, April 25,	10:15 – 11:45,	room: ESH 2	
Thursday, May 3,	10:15 – 11:45,	room: BA 9910	
Wednesday, May 9,	10:15 – 11:45,	room: ESH 2	Stand-by
Wednesday, May 23,	10:15 – 11:45,	room: HS 15	Exam
Wednesday, September 5,	10:15 – 11:45,	room: HS 15	Re-exam

Lecturer

Najmesadat Nazemi, MSc (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed at least 21 ECTS credits in the field of Business and Economics, including the courses “Production and Logistics Management”, 4 ECTS credits

Course objectives

After successfully passing the course, students have a deeper knowledge of the main aspects of decision problems in logistics and supply chain management. They are able to develop and validate optimization models, e.g., in supply chain network design and transportation networks, to adapt existing models, and to apply appropriate solution methods.

Course content

The following topics will be addressed:

- Facility Location Problems
- Transportation Problems
- Revenue Management

Assessment and Grading

Final Exam, Homeworks

Required reading

- Ghianni, G., Laporte, G. and Musmanno, R.: Introduction to Logistics Systems Planning and Control, John Wiley & Sons Ltd., Repr. November 2004., Chapter 3 and 6

- Thonemann, U.: Operations Management, Pearson Studium, 2. Auflage 2010, Kapitel 3: S.113 -123
- Hillier/Lieberman: Introduction to Operations Research, 9th Edition, Chapter 8: The Transportation and Assignment Problems, pp. 304 – 333
- Sunil Chopra und Peter Meindl: Supply Chain Management, 5th edition, 2013, Chapter 16

245606 Advanced Production, Logistics and Supply Chain Management

Intensive Course, 2.00 hours, 3.00 ECTS credits, weekly

Wednesday, 10:15 – 11:45

March 7th to June 27th, 2018 room: MZ 005B (first session KEP 3)

Lecturer

Dr. Fabien Tricoire, PhD (Johannes Kepler University, Linz)

Entry requirements

JKU regular students must have completed at least 21 ECTS credits in the field of Business and Economics, including the courses “Production and Logistics Management”, 4 ECTS credits and either the course “Production”, 3 ECTS or “Logistics and Supply Chain Management”, 3 ECTS.

Course objectives

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

Topic of SS2018: "Multi-Objective Optimization"

Students dispose of profound knowledge in modeling and solving strategic and operational decision problems with multiple objectives, e.g., facility location planning considering cost and CO2 emissions or distribution planning in a disaster relief context

Course content

Pareto efficiency, exact and heuristic solution methods for multi-objective problems, applications in production, logistics and supply chain management.

Assessment and Grading

Exam, completion of assignments

Required reading

Ehrgott: Multicriteria Optimization, in the current edition

Further reading material will be announced.

Centre for Business Languages and Intercultural Communication

547E52 Seminar Guest Professor English: Strategic Human Resource Management

Seminar, 2.00 hours, 3.00 ECTS credits, intensive sessions

Monday, May 14,	10:15 – 13:30,	room: MZ 112B
Tuesday, May 15,	13:45 – 17:00,	room: MZ 113B
Wednesday, May 16,	13:45 – 17:00,	room: tba
Thursday, May 17,	13:45 – 17:00,	room: MZ 113B
Wednesday, May 23,	12:00 – 15:15,	room: tba
Thursday, May 24,	13:45 – 17:00,	room: MZ 113B
Friday, May 25,	10:15 – 13:30,	room: MZ 113B

Lecturers

Prof. John Barton Cunningham, PhD (University of Victoria, Canada)

Entry requirements

All students will be expected to have a good command of both written and spoken English and they need to have a basic understanding of organization and management theory.

Course orientation

This class focuses on key human resource (HR) topics related to forecasting the changes affecting employment, identifying scenarios we are likely to face, improving performance and goal setting, motivation and engagement, improving one's chances of being recruited and selected for a job, and negotiation and labour relations. The purpose of this class is to encourage you to review each of these topics from two perspectives: (i) a managerial perspective where you apply them in an organizational setting and (ii) a personal perspective related to your career.

Taking a managerial perspective, we will encourage you to take on the role of a manager and focus on challenges such as recruiting and selecting people in an organizational setting. In this sense, human resource management is where the “rubber hits the road in managing people.” It helps managers design the tools to implement activities related to understanding global human resource challenges and recruiting and selecting talented people who will be successful in organizations. As such, human resource (HR) activities support strategic organizational objectives like developing interesting and motivating work and refocusing employee performance goals to emphasize customer requirements. Almost every organizational strategic objective that managers engage in are implemented through changes in the human resource system.

In implementing a personal perspective in this course, we encourage you to apply these human resource ideas for shaping your career. For example, while understanding global HR challenges is important for managers in organizations, it is also important for you and the choices you make in your career. Also, just as managers need to implement strategies for recruiting and selecting employee, you will want to be successful in using the most effective strategies to increase your chances of being recruited and selected.

In summary, this class illustrates key human resource ideas from both the managerial and personal perspective. While the personal perspective is important to you now, it will also be useful as you evolve in your career.

Course aims

The purpose of this course is to review how we (individuals, students, employees) can respond to the new global reality facing us in better planning and managing other careers. In addition to addressing managerial issues, its particular application is in assisting you to develop an understanding of key forces shaping you personally.

Through a combination of book chapters, cases and articles, we will illustrate various strategic human resources ideas, which you are encouraged to apply in improving your chances of being recruited and selected in an organization. In particular, we will design interview questions for selection and give you an opportunity to participate in a selection interviews.

Course objectives

- To provide an overview of the forces shaping global organizations and how they might affect you and your career
- To provide you with an overview of key strategic human resources management ideas related forecasting the changes affecting employment, identifying scenarios we are likely to face, performance appraisal and goal setting, motivation and personal enrichment, recruitment, selection, and negotiation a labour agreement and work life balance
- To develop your English language reading, writing, and speaking skills

Course description

We will begin the class by reviewing the meaning of strategic human resource management and how it can be applied in an organization and how you might apply this personally in shaping your career. In drawing on different organizations throughout the world, an underlying purpose is to appreciate that we live in a global community and that the actions in other countries affect us economically as well as socially. We will begin the class by participating in a scenario exercise, which illustrates potential realities we might face in the next five years. The subsequent class sessions and exercises focus on topics such as recruiting and finding a job, getting selected, performance management and goal setting, motivation, and negotiating.

Assessment / Examination

- Team class scenario building exercise and report
- Group collective bargaining simulation & individual assessment of it
- Class participation summary exercises and attendance; class readings
- Two individual briefing notes (5-8 single spaces pages each)

Required reading

Please read all assignments listed for each class meeting PRIOR to the session for which they are assigned. In most cases, the articles for your reading will be available as a pdf file. Also, you can access PowerPoint notes of the lectures.

547457 Global Accounting and Control: A Managerial Emphasis

Course, 2.00 hours, 4.00 ECTS credits, intensive sessions

Tuesday, April 24,	12:00 – 15:15,	room: K 112A
Wednesday, April 25,	15:30 – 18:45,	room: K 224B
Monday, April 30,	13:45 – 17:00,	room: BA 9911
Wednesday, May 2,	13:45 – 17:00,	room: K 012D
Thursday, May 3,	13:45 – 17:00	room: HS 17
Tuesday, May 8,	13:45 – 17:00,	room: MT 128
Wednesday, May 9,	13:45 – 17:00,	room: KEP 3

Lecturer

Prof. Timothy Sale, PhD (University of Cincinnati, USA)

Entry requirements

Participants will be expected to have a good command of both written and spoken English and basic knowledge of economics.

Course objectives

The aim of the seminar is to provide an introduction to the role of accounting and control in the management of multinational enterprises.

Course description

Global Business: Accounting and Control Issues, Global Organization, Coordination and Control, Comparative International Management, Planning and Performance Evaluation in Multinational Enterprises, Taxation and the Multinational Enterprise, Global Financial Statement Analysis, Global Transparency and Disclosure, Foreign Currencies and Exchange Risk Management, Foreign Currency Accounting and Exchange Rate Changes.

Assessment / Examination

written assignments, active participation, exercises

Required reading

Gray, Salter, Radebaugh: Global Accounting and Control: A Managerial Emphasis.

547E04 Seminar Business and Culture English

Seminar, 2.00 hours, 3.00 ECTS credits

Tuesday, March 13,	15:30 – 18:45,	room: KHG 1
Tuesday, March 20,	15:30 – 18:45,	room: MZ 005A
Tuesday, April 10,	15:30 – 18:45,	room: MZ 005A
Tuesday, April 24,	15:30 – 18:45,	room: MZ 005A
Tuesday, May 8,	15:30 – 18:45,	room: MZ 005A
Tuesday, June 5,	15:30 – 18:45,	room: MZ 005A
Tuesday, June 12	15:30 – 18:45,	room: MZ 005A

Dr. Wolfgang Schwaiger (Johannes Kepler University, Linz)

Contact

For handing in assignments and for questions please contact: wolfgangschwaiger@gmx.net

Entry requirements

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

Course objectives

The course aims to help students recognize to which extent culture has an influence on the way business is done in different parts of the world. Students will practice presenting findings related to the topics chosen for this seminar using up-to-date technology and interacting actively with their audience; Students will critically reflect on practical issues pertaining to business and culture through the presentation and discussion (written and oral) of case studies; Students will work independently on a topic they choose themselves, relating to an aspect of culture they find relevant for business. As group work they will write down their findings in a seminar paper, conducting a search for relevant literature, using APA citation standards and applying the common standards for academic work.

Teaching methods

In-class discussions, critical reflection, presentations, oral and written case analyses, presentation and discussion of research paper

Course description

The main focus of this seminar will be placed on understanding how culture influences the way business is done. By drawing on literature provided by the course instructor, students will be encouraged to reflect on cultural aspects that determine the way business is conducted in their own culture and in selected economies and present their findings in class. Group discussions will encourage students to reflect on socio-economic, strategic as well as leadership issues that influence the local and global business environment.

In discussions and presentations of comprehensive case studies on a company or an organization involved in business activities, students apply theories studied in other business subjects, analyze the problems described in the case and suggest recommendations based on relevant information about the specific culture, country or region.

In the seminar paper to be submitted, students give proof of their ability to do academic research, use critical thinking, and apply their academic writing skills.

Assessment and Grading

In-class presentations, class participation	20%
Written case analysis/individual work (3-5 pages)	20%
Exam	30%
Seminar paper/group work (12-15 pages)	30%

Each assignment will be graded on a five-point scale, 1 = excellent – 5 = fail. Failure to attend class can be grounds for lowering the final grade by as much as one full grade.

Required reading

Literature for in-class discussions is provided by the instructor via KUSSS (<http://www.kusss.jku.at>) and is based on the specific topics chosen for each class. Students need to search for additional literature to prepare their seminar paper.

54771E Case Studies English (C1)

Course, 2.00 hours, 3.00 ECTS credits, weekly

Friday, March 9,	08:30 – 13:30,	room: MZ 003B	respectively:
Friday, March 23,	08:30 – 13:30,	room: MZ 003B	
Friday, April 13,	08:30 – 13:30,	room: HF 9901	
Friday, May 18,	08:30 – 13:30,	room: MZ 003B	
Saturday, May 19	08:30 – 13:30,	room: MZ 003B	
Friday, June 15,	08:30 – 13:30,	room: MZ 003B	

Lecturer

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

Entry requirements

All students will be expected to have a good command of both written and spoken English (level C1).

This course is designed for students whose native language is not English.

Contact

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

Course objectives

The aim of this course is to:

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

Course contents

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

Assessment

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

Reading

Weekly case preparation for class, to be announced

ECONOMICS COURSES – BACHELOR LEVEL

Department of Economics

239032 Markets and Economic Decision Making

Intensifying Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 12:00 – 13:30, room: K 153C

March 13th to June 26th, 2018

Exam in the first week of July!

Lecturer

Lorenz Fischer, MSc (Johannes Kepler Universität, Linz)

Entry requirements

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

Course Content

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

Course objectives

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

Grading

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

- Practice exercises
- Tests

Required reading

Pindyck / Rubinfeld, Microeconomics, International Edition

239418 Managerial Economics

Course, 2.00 hours, 3.00 ECTS credits, weekly

Thursday, 10:15 – 11:45, room: HS1

March 8th to June 28th, 2018

Lecturer

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

Entry requirements

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

Course description

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

Course content

Topics from Industrial Organization:

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

Topics from Organization and Management of Firms:

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

Grading

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

Reading

W. Bruce Allen, Keith Weigelt, Neil Doherty and Edwin Mansfield: Managerial Economics, 7th edition, Norton, NY, 2009

239110 Balance of Payments and Exchange Rates

Course, 2.00 hours, 3.00 ECTS credits, weekly

Tuesday, 12:00 – 14:30, room: HS 10 May 8 th to June 26 th , 2018
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Lecturer

Dr. Bernhard Schütz (Johannes Kepler University, Linz)

Contact

For questions or issues please contact: bernhard.schuetz@jku.at

Entry requirements

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

Course objectives

This an introductory course to the core field of "Balance of Payments and Foreign Exchange Markets." Students will be introduced to the monetary aspects of a country's international economic transactions. They will get to know the meaning of important concepts like the balance of payments, the exchange rate, currency markets, international capital mobility, purchasing power parity, and interest rate parity. Specifically we shall address the policy options available to governments in the present era of economic globalization, especially with respect to international currency systems (flexible vs. fixed exchange rates, currency unions).

Course content

We cover a systematic representation of all foreign transactions (international trade, international capital movements) of an economy in the balance of payments. Relationships between these transactions and domestic investment and savings, as well as the domestic government budget deficit. Incentives for foreign exchange transactions, with special emphasis on international capital flows, interest rates and currency risk. Impact of exchange rate movements on domestic goods market and domestic employment. Balance of payments equilibrium under fixed exchange rates. Monetary and fiscal policy towards internal and external equilibrium at fixed and flexible exchange rates. Essential problems of alternative currency systems with special emphasis on the European Monetary Union.

Grading

Final examination

239413 Econometrics I

Course, 2.00 hours, 4.00 ECTS credits, weekly

Monday, 13:45 – 15:15, room: K 033C March 5th to June 25th, 2018

Lecturer

Mag. Alexander Ahammer (Johannes Kepler University)

Entry requirements and content

The course (KS) and the [Intensifying Course \(IK\)](#) Econometrics I are part of the Econometrics Curriculum of the Department of Economics. Their goal is to deepen students' understanding of simple econometric models and to introduce them to deal with empirical work in a critical manner. Students will gain a deeper insight into linear regression models and how they are properly applied to economic data. A special emphasis lies on endogeneity and other model misspecification issues. The main target audience is students of the Bachelor program in Business & Economics who aim to specialize in either Economics or in Management and Applied Economics. Of course, students of other areas of specialization, or other programs who are interested in empirical methods are highly welcome. The focus of the course is on econometric theory and applications are being taught in the accompanying intensifying course.

Grading and assessment

Before students attend the course, they are asked to study the relevant chapters in the textbook. In class the material is discussed together thoroughly. Two short tests on the reading assignments will be given (without extra notice) during the semester. On each test students can gain a maximum of 20 points. The best score will account for the final grade. At the end of the semester a final exam (with a maximum of 100 points) will be given. Maximum points in total: 120.

Basic reading

Wooldridge, J.M. (2012): Introductory Econometrics. A Modern Approach, Cincinnati: South-Western Cengage Learning, 5th edition (or 4th edition, 2009).

239414 Econometrics I

Intensifying Course, 1.00 hours, 2.00 ECTS credits

Monday, 15:30 – 17:00, room: K 033C
March 5th to June 25th, 2018

Lecturer

Mag. Alexander Ahammer (Johannes Kepler University, Linz)

Entry requirements

The Intensifying Course Econometrics I is intended to be a complementary course to course Econometrics I. While the focus of the course lies on econometric theory, the emphasis of the intensifying course is to provide a deeper understanding of the concepts covered in the course and to apply econometric methods and tests to real data. The intensifying course aims particularly at developing practical skills which are necessary to perform independent empirical research. Students planning to attend this course should be familiar with the software pack [STATA](#). The prerequisite course IC Empirical Economic Research which provides a comprehensive introduction to STATA - is offered every winter term.

Grading and assessment

Grading is based on problem sets that are presented in class and a presentation at the end of the term.

Basic reading

Adkins, Lee C und R. Carter Hill (2008), [Using Stata for Principles of Econometrics](#), 3rd ed., Wiley.

239320 International Economics, Finance and Macroeconomics

Seminar, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 15:30 – 17:00, room: K 033C
March 6 th to June 26 th , 2018

Lecturer

Prof. Dr. Michael Landesmann and Dr. Bernhard Schütz (Johannes Kepler University, Linz)

Entry requirements

Students who take this course should have prior knowledge in more than just the first introductory courses in economics (i.e. the seminar should be taken towards the end of their Bachelor studies).

JKU regular students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses "Introduction to Economics", "Markets and Economic Decision Making", "Income, Employment and Financial Markets" and "Balance of Payments and Exchange Rates".

Course content

The topics covered in the seminar changes every year. Students are allocated relatively advanced articles from journals to present and discuss critically.

Regular meetings before the presentations should ensure that the paper is well understood and well presented. A final written paper is expected to be delivered by the end of term.

239126 Microeconometrics

Course, 2.00 hours, 4.00 ECTS credits, **intensive sessions**

Thursday, March 8,	8:30 – 11:45,	room: K 012D
Thursday, March 22,	8:30 – 11:45,	room: K 012D
Thursday, April 19,	8:30 – 11:45,	room: K 012D
Thursday, April 26,	8:30 – 11:45,	room: tba
Thursday, May 17,	8:30 – 11:45,	room: tba
Thursday, May 24,	8:30 – 11:45,	room: HT 177F
Thursday, June 29,	8:30 – 11:45,	room: tba

Lecturer

Dr. René Böheim (Johannes Kepler University, Linz)

Entry requirements

Students are required to have a good command of English. JKU students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making”, and “Income, Employment and Financial Markets”.

Target audience

Students with the special subject „Angewandte Ökonometrie und Statistik“ as well as statisticians and social scientists interested in empirical social research. Previous knowledge of econometrics is necessary; familiarity with STATA, R or a similar econometrics software is necessary.

Course objectives

The empirical analysis of microeconomic problems aims to obtain clear causal relationships from data, for example, because we want to inform policy. The typical cross-sectional or panel data (cross-sectional data available for several time periods) models we use might create specific problems for the econometric analysis. Non-experimental data often contain measurement errors; the data structure often differs from the necessary assumptions for OLS-regressions; variables are measured imperfectly or the outcomes are binary (e.g., employment or unemployed); et cet.

In this course, we will examine and discuss several state-of-the-art microeconomic methods on a medium level. The focus is on the practical application and implementation of these methods in empirical research. While economists who specialize on macroeconomic and financial questions typically use time-series econometrics, most micro-oriented economists such as labour economists, industrial economists, economists in public finance, or in health economics, etc, rely on microeconomic methods.

Topics

- Introduction to Maximum Likelihood
- Ordinal variables, Ordered Probit
- Censored data, Tobit
- Analysis of counting data
- Panel data
- Binary dependent variables: Probit, Logit
- Multinomial variables
- Sample selectivity
- Survival Analysis
- Quantile regression

Grading

The grading will consist of: homework 20 %, seminar paper 50 %, presentation 30 %

Seminar paper: A scientific article has to be replicated using the original data (provided by the lecturer) and presented in class.

Literature:

- Cameron and Trivedi, 2005, Microeconometrics — Methods and Applications, Cambridge University Press.
- Angrist and Pischke, 2009, Mostly Harmless Econometrics, Princeton University Press.
- Selected articles

239321 Economics of International Integration

Course, 2 hrs.00, 4.00 ECTS credits, recommended 2nd year of bachelor or higher

Tuesday, 13:45 – 15:15, room: K 033C March 6 th to June 26 th , 2018

Lecturer

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

Entry requirements

JKU regular students must have completed at least 21 ECTS credits from the basic core subjects in Business and Economics including the courses “Introduction to Economics”, “Markets and Economic Decision Making”, “Income, Employment and Financial Markets” and “Balance of Payments and Exchange Rates”.

Course content

This course covers the most important aspects of international economic integration. Such integration can proceed world-wide (see e.g. the decisions taken in negotiations at the GATT and WTO rounds in the areas of the liberalisation of trade in goods and services) but can also be confined to particular regional blocks (e.g. the European Union, NAFTA etc.). The latter phenomenon and its impact on the world economy have been subject to active research under the heading of 'Regionalism'.

Course objectives

The course will cover all the tracks along which international economic integration proceeds: trade (in goods and services), international direct investment flows and the operation of multinational corporations, and migration flows. In other words, international integration can directly refer to the international flows of goods, of capital and of labour. Economic theory has shown that liberalisation on any of the three tracks (i.e. over the goods, capital and labour markets) has implications for allocation processes over the other tracks as well. We shall cover these interactions and discuss issues such as: What are the implications of trade liberalisation for labour markets? How do FDI flows affect trade flows? How does the impact of migration on wage structures (e.g. between skilled and less skilled workers) and employment differ from the impact of trade? What are the impacts of outsourcing and off-shoring on labour markets? We shall also discuss further topics: international integration and economic growth (i.e. does stronger integration support or discourage convergence of income levels) and the issues of trade, FDI and migration from the point of view of developing economies. The course is basically theoretical, but we shall also present relevant statistics and discuss important empirical research for each of the topics covered. Students in their presentations can choose to present some of the remaining theoretical topics or an application of the theories to issues of European and global economic integration.

Detailed course structure and literature (Topics to be covered and selected literature):

1. Trade patterns and international specialisation
2. Trade theory: implications of Ricardian and Heckscher-Ohlin theories
3. 'New trade theory': imperfect competition, product differentiation and economies of scale
4. Strategic trade policy
5. Heterogeneity of firms, international trade and production location
6. Technology, growth and trade
7. Foreign direct investment and the theory of the multinational firm
8. International production linkages, fragmentation and technology spillovers
9. International integration and labour markets
10. Economic effects of international migration
11. Economics of geography
12. Regional economic integration and regionalism
13. European economic integration and Europe's position in the global economy

Selected Bibliography:

- Main textbooks or handbooks covering a wide range of topics of the course:
- Rivera-Batiz, L.A. and M.A. Oliva (2003): International trade – theory, strategies and evidence; Oxford University Press.
- Elhanan Helpman: Understanding Global Trade, Cambridge, Mass; Harvard University Press, 2011
- Feenstra, R.C. and A.M. Taylor (2008): International Economics; Freeman and Co.; (introductory textbook)
- Choi, E.K. and J. Harrigan, eds. (2003): Handbook of International Trade; Blackwell Publ.
- Handbooks of International Economics; 3 Vols.; North-Holland Publ.
- Robert C. Feenstra (2004): Advanced International Trade, Theory and Evidence; Princeton University Press (this is an advanced - graduate level - textbook)
- Krugman, P. and M. Obstfeld (2006): International Economics: Theory and Policy; Pearson Addison Wesley (very introductory textbook)

Course assessment

For the successful completion of this course one has to obtain a positive result for the midterm-exam (after topic 5) and an oral and written presentation (about 12 pages) of one of the remaining topics on the course list.

OTHER COURSES – BACHELOR LEVEL

229009 Comparative Social Policy

Course, 2.00 hours, 3.00 ECTS credits, weekly

Monday, 09:15 – 11:00, room: HF 9901 March 5 th to June 25 th , 2018

Lecturer

Univ.-Prof.in Margitta Mätzke Ph.D. (Johannes Kepler Universität)

Contact

For handing in assignments and for questions or problems please contact: margitta.maetzke@jku.at; telephone: (0732) 2468 7163, Office hours are Tuesdays, 14:00 – 15:00 in room HF 305. The office hour is no telephone hotline; it is for speaking with people in person. Please don't call during office hours.

Course Requirements

- The course is an advanced class in the BA-curriculum "Sozialwirtschaft". Students who wish to take part in the course should have finished the mandatory introductory modules of the major "Sozialwirtschaft".
- International students are most welcome in this class. It would be of advantage to have some basic instruction in Political Science or Sociology. Prior knowledge about social policy or comparative welfare state research will be an advantage, but no requirement.
- It is essential that students are able and willing to read academic literature in English, and that they are able and willing to express their thoughts (both orally and in writing) in English. Intermediate, if not advanced knowledge of the English language is a precondition of participation in the class. You cannot expect to learn English during the class and at the same time understand the readings and follow class discussion. You cannot expect to pass the class without command of English.

Goals and Contents

The course „Comparative Social Policy“ seeks to acquaint students with basic conceptual and methodological issues of comparative welfare state analysis. In reading a combination of methodological articles and examples of different comparative research designs, the class explores the crucial interface between theory building, conceptualization, and empirical inquiry in qualitative comparative welfare state research. Students will discuss the conceptual and methodological decisions that lie beneath different forms of producing knowledge about welfare state development. The class consists of four parts:

1. The first section addresses gives an introduction into the purpose and different modes of comparative analysis and provides an overview over the principal ways of conceptualizing and observing differences among welfare states
2. The second section focuses on the logic of cross-sectional comparison and the role of cross-national research.
3. The third section is about issues of cross-temporal analysis: It first presents an example of comparison across time and then discusses different ways of conceptualizing developments across time.
4. In the final section one example-text will be the basis for summarizing and recapitulating the major points of the seminar.

Formal Issue

There will be a Moodle-Website for the class, on which all relevant information, required and optional readings are provided. The access code is "CompSoPo". Please enroll on that Website.

Grading

- Regular participation in class is a class requirement. For a positive grade you cannot miss more than two sessions.
- Active participation in class discussion will be rewarded in grading.
- There are two written class requirements and an optional one.
 1. Taking notes and writing the minutes for one of the class sessions 1 through 11 (filling and supplementing the PPP of the class as precisely as possible), to be prepared in groups of four students (30 percent of the written grade)
 2. A final exam, in which students are asked to answer a number short specific questions' as concisely and precisely as possible. There will also be a few multiple-choice questions. The language of the exam is English. (70 percent of the written grade).
 3. The optional written assignment is a paper (3-5 pages), to be written in the groups of four students, in which you are asked to analyze the argument, theoretical and empirical approach of an academic paper

provided by the instructor. If you choose this option, your grade will be calculated as follows: Minutes: 20%; Final Exam: 60%, Paper: 20%.

- While at least intermediate command of the English language is required, there will be no requirement of writing a long term paper or an essay exam in English.
- Each written requirement is evaluated on a 100-points-scale. In order to pass the class, you need to obtain a score of at least 50 points on requirement 1, and a passing score on the final exam.

229211 Political and Economic Developments in Europe

Course, 2.00 hours, 3.00 ECTS credits

Monday, April 9,	08:30 – 18:00,	room: KEP 1	
Thursday, June 14,	08:30 – 13:30,	room: K 033C	Full attendance mandatory!
Thursday, June 14,	13:45 – 18:00,	room: MT 226/1	Full attendance mandatory
Friday, June 15,	08:30 – 18:00,	room: MT 226	Full attendance mandatory!

Lecturer

Dr. Dirk Jarré (Johannes Kepler University Linz)

Entry requirements

There is no formal prerequisite for the participation in this course. However, it is advised to be somewhat familiar with European integration processes since World War II. Recommended literature: see below.

Course objective

The main purpose of the course is to reach a solid understanding of the different concepts of Europe, the process of European integration since World War II - its objectives, opportunities and difficulties, present achievements and perspectives.

Course Structure and Grading

The course will take place in blocks and has three distinctive phases: (1) a whole-day introduction on Monday 09 April 2018, (2) a timespan of about 9,5 weeks for research and writing of the individual course paper, (3) the presentation and discussion of all individual papers during the bloc on 14 and 15 June 2018 (whole day).

Attendance of the course is not bound to any precondition. The sessions are conceived as interactive ones with strong involvement of students. At the end participants will receive qualified marks on their written and oral performance based on criteria to be communicated at the beginning of the course. Attendance of all parts of the course is mandatory.

Course content

During the introductory plenary session on Monday 09 April 2018 students will be first familiarized with various geographical, historical, cultural and political aspects of Europe as an entity. This will be followed by in-depth information about the goals, the main actors, the problems and the dynamics of the European political and economic integration process after World War II. In particular the creation, the mandate, the structure and the functioning of the Council of Europa, of the European Communities, nowadays labelled the European Union, and other political structures will be explained in some detail. Finally current issues and future perspectives will be addressed through Q & A.

By straw-ballot students will receive a topic relating to a specific aspect of one of the presented European structures and processes as a theme for their individual course paper. They will have to describe and to analyse this issue in an individual paper of 10 to 15 pages after having done appropriate research work. They may ask for advice to the lecturer during their research, if needed.

The authors will communicate the main content of their respective individual course paper in a 10 minutes presentation each during the bloc on 14 and 15 June 2018. Each presentation will be followed by a discussion between the audience, the presenter and the lecturer in order to strengthen understanding of the issues and to clarify specific points.

Recommended literature:

- Klaus-Dieter Borchardt, (1995) European Integration: The Origins and Growth of the European Union, Diane Publication Co.
- Eilstrup-Sangiovanni, Mette (ed.) (2006) Debates on European Integration. A Reader, Palgrave Macmillan

231110 Seminar in selected research fields: Institutional and social structures compared

Seminar, 2.00 hours, 4.50 ECTS credits, Recommended semester: 3rd and higher

Monday, April 16,	09:15 – 11:45,	room: K 224B
Monday, April 16,	12:45 – 14:30,	room: P 215
Tuesday, April 17,	09:15 – 11:45,	room: K 224B
Tuesday, April 17,	12:45 – 14:30,	room: HS 12
Wednesday, April 18,	09:15 – 11:45,	room: tba
Wednesday, April 18,	12:45 – 14:30,	room: HS 14
Monday, April 23,	10:15 – 11:45,	room: HS 12

Lecturers

Petra Aigner, MBA, Ph.D., Prof. Dr. Johann Bacher, Dr. Alfred Grausgruber, Dr. Fritz Hemedinger (Johannes Kepler University, Linz), Dr. Bettina Leibetseder;

Entry Requirements

No entry requirements

Course aims

This course focuses on three main fields of research, investigating institutional and social structures:

(1) migration; (2) Population Structures and Political Systems; (3) Education and social systems.

Firstly, national and international migration movements will be analysed by introducing migration dynamics in Austria and comparing those to selected international examples. Secondly, population structures and the political system of Austria will be highlighted and compared with selected international examples. Thirdly, this course investigates the Austrian education and social system(s), and in consequence compares those with selected international examples.

Course content

- Migration
- Population structures and political systems
- Educational systems and social systems

Assessment / Examination

- Active participation
- Seminar paper
- Presentation of group work

Literature

- Castles, S.; De Haas, H.; Miller, M.: The Age of Migration (5th ed.) Palgrave Macmillan: London 2013.
- EURYDICE (Eds.). Overview Austria, Brussels 2018, verfügbar unter: <https://webgate.ec.europa.eu/fpfis/mwikis/eurydice/index.php/Austria:Overview>
- Mau, Steffen/Verwiebe, Roland (2010): European societies. Mapping structure and change. Policy Press: Bristol.
- More Literature to be announced

232416 Work Psychology

Seminar, 2.00 hours, 4.00 ECTS credits, Recommended semester: 3rd and higher

Monday, May 28,	08:30 – 17:00,	room: K 034D
Tuesday, May 29,	08:30 – 11:45,	room: K 012D
Tuesday, May 29,	12:00 – 17:00,	room: MZ 005A
Wednesday, May 30,	08:30 – 11:45,	room: K 224B
Wednesday, May 30,	12:00 – 17:00,	room: T 405

Lecturer

Dr. Brian G. Smith (Johannes Kepler University, Linz, and Purdue University, USA)

Contact

bgsmithphd@gmail.com

Entry Requirements

No entry requirements

Course aims

- to support the understanding of intercultural communication in the workplace
- to provide skills in interacting and communicating in the workplace
- to encourage critical thinking through discussions and active participation

Course content

This course examines diversity and intercultural communication in the global workplace, with a focus on actionable and practical skills-building and training. Students engage in experiential learning through application of concepts in the course culminating in student development of a training module that may be used in the workplace.

Assessment / Examination

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

Full course attendance is required!

Literature

Samovar, L., Porter, R. E. McDaniel, E. R. & Roy, C. S. (2013). Communication Between Cultures. Wadsworth, Boston.

Changing selection of empirical research articles

547K01 The Impact of Religions and Value Systems on European Cultures

Course, 2.00 hours, 3.00 ECTS credits,

Friday, March 16,	08:30 – 11:45,	room: HF 9901
Friday, April 20,	08:30 – 11:45,	room: HF 9901
Friday, May 4,	08:30 – 11:45,	room: HF 9901
Friday, June 8,	08:30 – 11:45,	room: HF 9901
Friday, June 15,	08:30 – 11:45,	room: HF 9901
Friday, June 22,	08:30 – 11:45,	room: HF 9901
Friday, June 29,	08:30 – 11:45,	room: HF 9901

Lecturer

Dr. Andreas Telser M.Div. (Catholic Private University, Linz)

Course description and objectives

This course is meant to provide some orientation in a question that has become a major public issue, i.e., religion. In media reports religion is often depicted as a source of social strife and violence that tends to threaten the strongholds of democratic secular states.

Nonetheless, religion(s) had, historically speaking, a major impact on European cultures in a variety of ways, not least on its value systems. Yet the specific European history of religion's decline of influence on state, society, and the individual – called secularization – did obviously not prepare Europeans well for dealing with religion once again.

Thus this course takes a second, scientific look at religion by approaching it through sociological, philosophical, anthropological, political, cultural and theological analyses. It will offer basic knowledge of what genuine *religious* questions are and how they are dealt with in those three World religions (Christianity, Islam, Buddhism) that might have some impact on European cultures also in the future.

Assessment

Texts to be studied in preparation for each class;

Developing answers to questions related to the texts studied;

A final oral exam that will be taken in small groups.

Literature

The texts will be made available through KUSS.

BUSINESS ADMINISTRATION – MASTER LEVEL

Master Program General Management

Entry requirements

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

General Management Competence

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

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

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

Lecturer

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

Course concept

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

Course objectives

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

Grading

To be announced in the course

Required reading

To be announced in the course

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

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

Dates and Rooms to be announced in KUSSS
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Lecturer

Dr. Markus Eiselsberg (Johannes Kepler University, Linz)

Course content

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

Course objectives

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

Grading

The instructor calculates your grade as follows:

- Constant up-date of presentations (20 minutes per presentation/MJI; please bring your own laptop computers), contribution to in-class discussion and completion of Marketing Journey Itinerary (MJI) till end of the semester, due date will be given – satisfactory analysis reflection,
 - o Presentations 20 points,
 - o MJIs 20 points,
 - o In classroom discussion 10 points,
- Final examination – 50 points

Total of 100 points; more than 50 % of the points are necessary to pass the course (= 51 points).

Required reading

Please download the readings from the KUSSS system in the relevant folders, or download them from the e-journals source of our library.

Suggested books: Ellis, N. et al., Marketing – A Critical Textbook, Sage 2011 Hohmann, H.-O.; Discussing in English; Reclam # 19715.

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

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

Thursday: 08:30-11:45 (alternating with Master Course Creating Strategic Advantages)
(Dates and Rooms to be announced in KUSSS)

Lecturer

a.Univ.-Prof. Dr. Johannes Lehner (Johannes Kepler University, Linz)

Course structure

The course is structured into two stages, both ending with an exam:

1. Prep Stage: Self-Study and Relearning of Required Preconditions for the Course
2. L&D Stage: Lecture, Reading and Discussion Phase

	Time (8.30 to 11.45)
1. Course Kick-Off and Overview	Week 1, 2 Units
2. Q&A for Prep Stage 1	Week 3, 4 Units
3. Q & A for Prep Stage 2	Week 5, 4 Units
4. First Exam for Prep Stage	Week 7, 2 Units
5. L&D 1	Week 9, 4 Units
6. L&D 2	Week 11, 4 Units
7. L&D 3	Week 13, 4 Units
8. Second Exam for Prep and L&D Stage	Week 15, 2 Units

Grading:

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

Attendance at course times is encouraged, but not mandatory.

Minimum in total: 75 points

Course Contents**1. Prep Stage**

- Behavioral and Cognitive Foundations for Organizing

2. L&D Stage

- Organization Design Theories
- Institutional Theory
- Economic Approaches to Organizing
- Special Topics

Teaching

This is a 6 ECTS Course (=150 hours workload) with only (non-mandatory) 2 Semester-Hours (=25 hours) Course time. This means that the main part of the workload will be **self-study of the readings!!!**

Lectures can only cover some fraction of the required content. Therefore class time should be utilized for asking questions to instructor/s!

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

Required Readings (details to be announced)

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

267014 Master Course Advances in Strategic Change and Learning (M1 – Master Program 1st Year)

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

Tuesday, March 6th, 12.00 – 13.30 Kick-off
 Thursday, May 17th, 10:15-17:00 Lecture
 Friday, May 18th, 10:15-13:30 Lecture
 Thursday, June 7th, 10:15-17:00 Lecture
 Friday, June 8th, 10:15-13:30 Lecture
 Thursday, June 21st, 15:30-17:00 Exam I
 (Thursday, June 28th, 15:30–17:00 Exam II)
 (Rooms to be announced in KUSSS)

Lecturer

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

Course content

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

The Master Course Advances in Strategic Change and Learning aims at discussing current topics in the field of leadership, organizational learning and change management. During the course, we answer the questions “Why innovation & change are difficult?”, “Why capabilities lead to path dependency?”, “How firms can overcome path dependency by creating an opportunity space for novelties?”, “How firms can manage their innovation streams?”

and "How firms manage change?". In answering these questions, we combine conceptual inputs with case-study-based learning methods.

The course builds upon the basic knowledge in the field of leadership and management (i.e. strategy, organization, HRM, change management). After completing the course, students are able to contribute to the theoretical discussion in their field and to derive practical insights for their business career as leaders, consultants, and trainers. In particular, they gain knowledge to analyze, to design, and to govern change and learning processes in organizations to achieve strategic objectives.

Grading

In order to pass the course at least 61 points out of 120 need to be achieved. Attendance is not mandatory but highly recommended.

Required reading

Compulsory Readings

Brown, Shona L., & Kathleen M. Eisenhardt. "The art of continuous change: Linking complexity theory and time-paced evolution in relentlessly shifting organizations." *Administrative Science Quarterly* (1997): 1-34.

Garaus, Christian, Güttel, Wolfgang H., Konlechner, Stefan W., Koprax, Irina, Lackner, Hubert, Link, Karin, & Müller, Barbara: Bridging knowledge in ambidextrous HRM systems: Empirical evidence from Hidden Champions. *International Journal of Human Resource Management*, (2016) Vol. 27: 355-381.

Güttel, Wolfgang H. & Konlechner, Stefan W.: Continuously Hanging by a Thread: Managing Contextually Ambidextrous Organizations. *Schmalenbach Business Review*, (2009) Vol. 71, 2/09, 150-172.

Hansen, Nina K., Güttel, Wolfgang H., & Swart, Juani (2017): HR in dynamic environments: Exploitative, exploratory and ambidextrous HR architectures. *International Journal of Human Resource Management* (forthcoming).

Eisenhardt, Kathleen M., and Jeffrey A. Martin. "Dynamic capabilities: what are they?." *Strategic Management Journal* (2000): 1105-1121.

Eisenhardt, Kathleen M., and Donald N. Sull. "Strategy as simple rules." *Harvard Business Review* 79.1 (2001): 106-119.

Kotter, John R. "Leading change-Why transformation efforts fail." *Harvard Business Review* (1995): 59-65

O'Reilly, Charles A., and Michael L. Tushman. "Organizational ambidexterity: Past, present, and future." *The Academy of Management Perspectives* 27.4 (2013): 324-338.

Sydow, Jörg, Georg Schreyögg, and Jochen Koch. "Organizational path dependence: Opening the black box." *Academy of Management Review* 34.4 (2009): 689-709.

Additional Literature

Benner, Mary J., and Michael Tushman. "Process management and technological innovation: A longitudinal study of the photography and paint industries." *Administrative science quarterly* 47.4 (2002): 676-707.

Christensen, Clayton. *The innovator's dilemma: when new technologies cause great firms to fail*. Harvard Business Review Press (2013).

Edmondson, A., Bohmer, R. & Pisano, G.: *Speeding Up Team Learning*. Harvard Business Review, (2001) Vol. 79 Issue 9, p. 125-132.

Eisenhardt, Kathleen M., and Shona L. Brown. "Time pacing: competing in markets that won't stand still." *Harvard business review* 76.2 (1997): 59-69.

Eisenhardt, Kathleen M., and Shona L. Brown. "Patching. Restitching business portfolios in dynamic markets." *Harvard business review* 77.3 (1998): 72-82.

Filippini, Roberto, Wolfgang H. Güttel, and Anna Nosella. "Ambidexterity and the evolution of knowledge management initiatives." *Journal of Business Research* 65.3 (2012): 317-324.

Grant, R. M. (2010): *Contemporary strategy analysis*. 7th edition.

Güttel, W.H. (2017): *Erfolgreich in turbulenten Zeiten: Impulse für Leadership, Change Management & Ambidexterity*. München.

Hayes, J. (2014): *The theory and practice of change management*. 4th edition.

Jing, Runtian, and Mary Benner. "Institutional regime, opportunity space and organizational path constitution: case studies of the conversion of military firms in China." *Journal of Management Studies* (2015).

Konlechner, S. W., Güttel, W. H., Müller, B., Koprax, I., & Link, K. (2016): *Sheep in Wolf's Clothing: The Role of Artifacts in Interpretive Schema Change*. *Schmalenbach Business Review*. Vol. 17, Issue 2, p. 129–150.

Kotter, John P. *Leading change: Why transformation efforts fail*. 1995.

Mezias, J. M., Grinyer, P. & Guth, W. D. (2001): *Changing Collective Cognition: A Process Model for Strategic Change*. *Long Range Planning*. Vol 34, p. 71-95.

Müller-Seitz, Gordon, and Wolfgang Güttel. "Toward a choreography of congregating: A practice-based perspective on organizational absorptive capacity in a semiconductor industry consortium." *Management Learning* 45.4 (2014): 477-497.

O'Reilly, Charles A., J. Bruce Harreld, and Michael L. Tushman. "Organizational ambidexterity: IBM and emerging business opportunities." *California Management Review* 51.4 (2009): 75-99.

Sull, Donald; Eisenhardt, Kathleen M. Eisenhardt, Kathleen M., and Donald N. Sull. "Simple rules for a complex world." *Harvard Business Review*. Sep2012, Vol. 90 Issue 9, p68-74.

Sull, Donald, and Kathleen M. Eisenhardt. *Simple rules: How to thrive in a complex world*. Houghton Mifflin Harcourt (2015).

Tripsas, Mary. "Technology, identity, and inertia through the lens of "The Digital Photography Company"." *Organization Science* 20.2 (2009): 441-460.

Tushman, Michael L., and Charles A. O'Reilly. "The ambidextrous organizations: Managing evolutionary and revolutionary change." *California management review* 38.4 (1996): 8-30.

Zahra, Shaker A., and Gerard George. "Absorptive capacity: A review, reconceptualization, and extension." *Academy of management review* 27.2 (2002): 185-203.

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

282016 Master Course Managerial Accounting (M1 – Master Program 1st Year)

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

Monday, 10:15-13:30 blocked

March 12th – June 6th

(Rooms to be announced in KUSSS)

Lecturer

Mag. Johannes Slacik (Johannes Kepler University, Linz)

Pre-Conditions: Basics in Managerial and Cost Accounting

Course content

- Theoretical context and introduction of management accounting

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

Grading

2 written examinations

- 1. mid-term exam (15 minutes) – 15 points
- 2. final exam (60 minutes) – 60 points
- Seminar-Paper (15 pages) – 30 points
- Homework – 25 points
- and quizzes (20 points for upgrading, none mandatory)

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

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

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

Required Reading

Literature is given in the course.

250047 Master Course Financial Accounting (M1 – Master Program 1st Year)

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

Dates and Rooms to be announced in KUSSS!

Lecturer

Mag. Hannes Hofbauer (Johannes Kepler University, Linz)

Course objectives

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

Course contents

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

Method

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

Required reading

- International Financial Reporting and Analysis by David Alexander/Anne Britton/Ann Jorissen/Martin Hoogendoorn/Carien van Mourik, 7th edition (2017), Cengage Learning EMEA, ISBN 978-1-4737-2545-4
- Selected International Financial Reporting Standards (IFRS) in the latest edition (will be provided for download in KUSSS)
- Selected articles referring to current topics in accounting (will be provided for download in KUSSS)

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

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

Monday, 13:45 – 18:00

Rooms to be announced in KUSSS

Lecturers

Hon. Prof. Dr. Richard Guserl, Assoz.Univ.-Prof. Dr. Eva Wagner (Johannes Kepler University, Linz)

Course description

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

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

Course Materials

To be announced

Class Format

Study of the various topics will be conducted through lectures and case analyses.

Business cases will be discussed in class. Students are expected to have read the assigned material before class.

Attendance and participation is necessary.

Exam

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

Required Reading

To be announced

Methods in Management Research

266019 and 266202 Master Seminar Qualitative Research Methods (M1 – Master Program 1st Year)

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

Dates and Rooms to be announced in KUSSS

Lecturers

Univ.Prof. Dr. Matthias Fink (Johannes Kepler University, Linz)

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

Course topic

Both in practice and in research the real understanding of a socioeconomic phenomenon requires that we immerse ourselves into a situation and grasp the meaning of what is going on also from the voice, appearance and artifacts used by the actors whose behaviors we want to understand. With such a qualitative understanding we will also be in a better position to analyze and understand quantitative data regarding the same field of inquiry. The problem with such a qualitative understanding is that we, as human beings, tend to be

overconfident about our ability to intuitively understand what is going on, while we are subject to well-known cognitive biases. This course is aimed at helping students to deal with qualitative data in a scientific manner in order to better understand what is going on in the empirical fields they are investigating for different reasons (consultancy, research, or management).

Course content

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

Course objectives

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

Grading

To be announced

Teaching methods

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

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

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

Wednesday, 15:30 – 18:45 (partly blocked course) Rooms to be announced in KUSSS
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Lecturer

Prof. Dr. Robert Breiteneker (Johannes Kepler University, Linz)

Course description

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

Prerequisites & additional information

- Basic understanding of quantitative research methods and statistics is recommended but not required. Without prior knowledge, catching-up is necessary, yet possible given your commitment.
- Seminar advocates an experience-based learning environment.
- Install SPSS on your laptop to be able to do run it when we need it in the course.

Grading

- Team projects (presentations of selected topics & presentation of research project): 40%
- Individual evaluation (60%)
 - o Participation in and preparation for the class (30%)
 - o Final project report (30%)
- A minimum of 80% attendance is required!
- All parts of grading have to be positive to pass to course!

Recommended reading

Diez D., Barr C. & Cetinkaya-Rundel M. (2015). Statistics 3rd Edition. 436 pages. Free PDF version is available at www.openintro.org.

Diez D., Barr C. & Cetinkaya-Rundel M. (2014). Introductory Statistics with Randomization and Simulation. First Edition. Create Space Independent Publishing Platform. free PDF version is available at www.openintro.org.

Diamantopoulos A. & Sigauw J. A. (2006). Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. British Journal of Management, 17: 263–282.

Saunders M., Lewis P. & Thornhill A. (2009). Research Methods for Business Students (5.th ed.). Harlow [u.a.]: Prentice Hall, Financial Times, Pearson Education. Some copies are available in the JKU library (Lehrbuchsammlung).

Additional literature will be announced in moodle and in the course

Leadership Challenge Globalization

269061 Master Course Dimensions of Globalization (M1 – Master Program 1st Year)

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

Dates and Rooms to be announced in KUSSS

Lecturer

Mag. Philipp Kranewitter (Johannes Kepler University, Linz)

Course concept

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

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

Course objectives

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

Grading

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

- Group assignment
- Group presentation
- Final exam

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

Required reading

To be announced.

269062 Master Seminar Globalization: Strategic Perspectives (M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Globalization)

Seminar, 2.00 hours, 4.00 ECTS credits, Spring

Wednesday, 08:30

Rooms to be announced in KUSSS

Lecturer

MMag. Dr. Melanie Wiener MBA, (Johannes Kepler University, Linz); Assoz. Univ.-Prof. Mag. Dr. Ahu Genis-Gruber

Course concept

The seminar provides insights into important strategic aspects of globalization which have to be taken into account by companies.

Especially the focus is on understanding the difference between global integration and local responsiveness and four main types of international strategy. Specific aspects and instruments of country and industry analysis in their relation to strategic development will be presented and discussed. Various modes of market entry are shown, especially in the context of growth strategies and diversification. The seminar is completed with a final session on sustainability and ethical issues in the global arena.

Course objectives

- To provide insights into important strategic aspects of globalization
- To enable students to understand the interrelation between strategy and globalization
- To promote analytical and critical thinking
- To increase competences for case studies in team
- To increase competence in scientific working

Grading

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

- Case studies
- Exam

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

Required reading

To be announced.

Reader of selected articles will be provided by lecturer.

236034 Master Seminar Globalization: Sociological Perspectives (M2 – Master Program 2nd Year– Entry requirement: Successful completion of Master Course Dimensions of Globalization)

Seminar, 2.00 hours, 4.00 ECTS credits

Wednesday 7.3.2018, 11.4.2018, 25.4.2018, 2.5.2018, 16.5.2018, 30.5.2018 10:15-13:30

(Rooms to be announced in KUSSS)

Lecturer

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

Entry requirements

Successful completion of the Master Course Dimensions of Globalization

Course Structure

The first and second sessions aim at providing students with an introduction to *Global Society*: from the World in 1900 up to the Global society in the New Millennium. In this session, students will also be introduced to viewpoints of Globalization Debates, Defining Globalization, Globalization and (In)Equality as well as (Re)constructing Future Globalizations.

Students then focus in the third and fourth session on some of the main concepts with regard to concepts of *World society*: raising questions of why study world society, conceptualizing and models of world society as well as the question of movement from *International to World Society*.

The fifth session is devoted to aspects of *Civilizing World Politics*: Society and Community Beyond The State, World Society and the Nation-State, who's making global civil society as well as the question of Civil Society, the State, and the Limits to *Global Civil Society*.

The course is completed by a final session on *Sociological Cosmopolitanism*, including aspects of unpacking cosmopolitanism for the social sciences as a research agenda, the cosmopolitan imagination: critical cosmopolitanism and social theory, visibility, mobility and the cosmopolitan: inhabiting the world from afar as well as Global Governance or World Federalism, and a Cosmopolitan Dispute on Institutional Models.

Course objectives

- To provide insights into different sociological perspectives of globalization.

Grading

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

- Presentation of the selected topic in the seminar.
- Participating in the Discussion Forums.
- Find another article in a book or scientific journal that deals with your topic.
- Write an abstract about the selected article and comment on the article.

Required reading

The reading package can be purchased digitally via KUSSS by the students from March 2018 on.

Leadership Challenge Innovation

266013 Master Course Dimensions of Innovation (M1 – Master Program 1st Year)

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

Dates and Rooms to be announced in KUSSS
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Lecturers

Univ.-Prof. Dr. Matthias Fink, a.Univ.-Prof. Dr. Robert Bauer (Johannes Kepler University, Linz)

Course Objectives

- Students have a basic understanding of innovation, specifically of its forms, preconditions, relevance and (limited) manageability.
- Students acquire scientific knowledge from primary sources, elicit its theoretical and practical implications critically reflect on it.
- Students explore and develop their personal, largely implicit theories of innovation.

Course topic

Innovation is a multi---faceted phenomenon. Technical inventiveness only translates into innovation, if mediated by social innovation: to create wealth, inventions must induce change in people's behavior or relationships. At the societal level, communities and socially constructed collective identities can be developed towards enhancing innovation. At the inter---organizational level, networks and clusters provide a fertile ground for innovation, if and only if relationships are based on trust. Relationship management is thus a core element of innovation management. At the firm level, innovation hinges on creativity and learning in organizational or business contexts. Consequently, coping with fundamental tensions such as exploring vs. exploiting, inventing vs. diffusing, openness vs. control, or intrinsic vs. extrinsic value plays a critical role in managing innovation.

Teaching Method

This course builds predominantly on dialogue in class, for which prepare by engaging in two team tasks: the first more practical, the second more scholarly in nature. Students are challenged to reflect on and further develop their thinking about and stance towards innovation—such that eventually their understanding of innovation is simultaneously rooted in personal experience and scientifically validated knowledge.

Grading

To be announced

Required Reading

To be announced

241011 Master Seminar Innovation: Marketing Perspectives (M2 – Master Program 2nd Year Entry requirement: Successful completion of Master Course Dimensions of Innovation)

Seminar, 2.00 hours, 4.00 ECTS credits

Dates and Rooms to be announced in KUSSS
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Lecturer

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

Entry requirements

Successful completion of the Master Course Dimensions of Innovation

Course objectives

- Reception, understanding and critical debate of the intersections between marketing and innovation
- Development of methodological and operations skills to study, manage, and design the intersections between marketing and innovation
- Development of personal competence to enrich and broaden specific scientific perspectives
- Enhancement of personal intellectual, communicative and social skills

Course description / structure

The seminar is devoted to the intersections between innovation and marketing. Where marketing is a process by which companies create value for customers and build strong relationships to capture value from customers in return (Kotler et al., 2008). Innovation, on the other hand, is the successful commercial exploitation of new ideas (Schumpeter, 1942 and others authors). As such, innovation and the management of innovation involve identifying, developing, and exploiting new ideas to generate value.

Marketing and innovation are jointly intertwined. There are at least two ways in which marketing influences innovation in firms. First, marketing is a location for innovation within firms. Because marketing is a business function, the marketing process itself is a place where innovation occurs within the firm. Second, marketing acts as a source of innovation within a firm as marketing offer the firm a philosophy of how to succeed (namely, meeting the evolving needs of customers), it informs innovation in other parts of the company a well. The process of developing new offerings and delivering them in new ways involves other functional areas within the firms such as R&D and operations. Future marketing managers should have the ability to operate at the inter-functional and systematic nature of innovation. The seminar will explore, describe, explain, and design ways in which marketing influences innovation in firms and how marketing manager can succeed in operating the intersection.

Teaching methods

The teaching method is a mix of seminar papers and the use of cases provided by the lecturer. The theoretical input accompanies the cases, classroom presentation and discussion helps to acquire and extend knowledge and skills.

Grading

Seminar papers as theoretical input to be prepared for special topics and cases presented 75 points, final examination 25 points. Students must earn more than 50 % of the total points in order to pass the course.

Required Readings

Readings will be announced by the lecturer on time.

266001 Master Seminar Innovation: Organizational Perspectives (M2 – Master Program 2nd Year – Entry requirement: Successful completion of Master Course Dimensions of Innovation)

Seminar, 2.00 hours, 4.00 ECTS credits, Spring

Dates and Rooms to be announced in KUSSS

Lecturer

Univ.-Prof. Dr. Johannes Lehner (Johannes Kepler University, Linz)

Entry requirements

Successful completion of the Master Course Dimensions of Innovation

Course objectives

A sound understanding of the organizational foundations of innovation in regard to structures and processes, both theoretically and from an applied perspective

Course description / structure

The course starts with two introductory sessions with lectures and discussion. This is followed by work on individual papers, to be presented and discussed in class. Topics are the following:

Areas of Innovation

Innovation in	Industries (Examples)
Large Organisation	Pharma Automotive
Medium Sized Existing Small Firms	Machinery OEMs (B2B) Biotech
Entrepreneurial Startups ICOs	Digital All Areas
Platforms Crowd-Innovation Mechanical Turk	Digital All Areas

Course Schedule

The course starts with an introduction on the above theoretical organizational issues and the possible areas of innovation. The main workload for students will be group and individual work of application of theoretical issues to a single area of innovation. This will result in a group paper and a presentation (to be explained in the introductory class). The course concludes with an exam and a 10-minute pitch by each group, simulating their paper as a proposal for an innovation project.

Schedule SS 2018

Nr.		Date (Wednesdays)	Notes and Content
1	Intro, Distribution of readings, Assignment of Papers	7.3. 12.00-15.15	Start of Literature and Fieldwork
2	Presentation and Discussion	11.4. 12.00-15.15	Forms of Centralization / Decentralization
3	Presentation and Discussion	25.4. 12.00-15.15	Implementation Processes and Project Management
4	Presentation and Discussion	27.4. 12.00-15.15	Selection and other Decision Processes, Governance, Financing
5	Presentation and Discussion	16.5. 12.00-15.15	Emerging Phenomena, such as Modularity, Networks
6	Exam and Pitches	6.6. 12.00-15.15	Deadline for Group Papers

Grading

- Exam (40% of Points)

- Individual Paper Contribution (30%),
- Group Paper Quality (15%)
- Pitch 15%

Minimum attendance: 80% of class time

Required Readings

- DeSanctis, G., Glass, J. T., & Ensing, I. M. (2002). Organizational designs for R&D, *16*(3), 55–66.
- Jansen, J. J. P., Van Den Bosch, F. A. J., & Volberda, H. W. (2006). Exploratory Innovation, Exploitative Innovation, and Performance: Effects of Organizational Antecedents and Environmental Moderators. *Management Science*, *52*(11), 1661.
- Mintzberg, H. (1979). *The Structuring of Organizations: A Synthesis of the Research*. Englewood Cliffs, N.J.: Prentice-Hall., only Chapter 21: Adhocracy
- Nag, R., Corley, K. G., Gioia, D. A., & Shavinina, L. V. (2003). Innovation tensions: chaos, structure, and managed chaos (pp. 607–618). Elsevir.
- O'Reilly, C., & Tushman, M. (2013). Organizational ambidexterity: Past, present and future. *The Academy of Management Perspectives*, *27*(4), 324–338.
- Sine, W. D., Mitsuhashi, H., & Kirsch, D. (2006). Revisiting Burns and Stalker: Formal structure and new venture performance. *Academy of Management Journal*, *49*(1), 121–132. doi:10.5465/AMJ.2006.20785590

Leadership Challenge Sustainability

234124 Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives (M1 – Master Program 1st Year)

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

Blocked course on Thursday:

08.03.2018, 13:45-15:15

15.03.2018, 13:45-18:45

19.04.2018, 13:45-18:45

26.04.2018, 13:45-15:15

07.06.2018, 13:45-18:45

14.06.2018, 13:45-18:45

28.06.2018, 12:00-18:45

(Rooms to be announced in KUSSS)

Lecturer

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

Course objectives

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

Course concept

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

Grading

- Midterm exam (40%)
- Preparation and presentation of a seminar paper (60%)
- Voluntary homework assignments
- Attendance
- Active in-class participation

Students must earn more than 50% of the total points in order to pass the course.

Required reading

Literature will be provided by the lecturer.

Background literature:

- Baumann, H./Tillmann, A.M. (2004): The hitch hiker's guide to LCA. An orientation in life cycle assessment methodology and application. Lund.
- Bennett, M./Rikhardsson, P.M./Schaltegger, S. (Eds.) (2003): Environmental Management Accounting – Purpose and Progress. Kluwer Academic Publishers.
- Federal Environment Ministry/'Federal Environmental Agency (Eds.) (2003): Guide to Corporate Environmental Cost Management. Berlin.
- Gale, R.J.P/Stokoe, P.K (2001): Environmental Cost Accounting and Business Strategy. In: Madu, C. (Ed.): Handbook of Environmentally Conscious Manufacturing. Kluwer Academic Publishers.
- ISO 14051:2011: Environmental management – Material flow cost accounting – General framework. Switzerland.
- Jasch, C. (2009): Environmental and Material Flow Cost Accounting. Principles and Procedures. Eco-Efficiency in Industry and Science 25. Springer. Wiesbaden.
- Klöpffer, W./Grah, B. (2009): Ökobilanz (LCA). Ein Leitfaden für Ausbildung und Beruf. Weinheim.
- Österreichisches Normungsinstitut (2006): ÖNORM EN ISO 14040:2006 und 14044:2006. Umweltmanagement – Ökobilanz. Wien.
- Prammer, H.K. (2009): Integriertes Umweltkostenmanagement. Bezugsrahmen und Konzeption für eine ökologisch nachhaltige Unternehmensführung. Wiesbaden.
- Schaltegger, S. et al. (2008): Environmental Management Accounting for Cleaner Production. Springer.
- Schaltegger, S./Burritt, R. (2000): Contemporary Environmental Accounting. Issues, Concepts and Practice. Greenleaf Publishing Limited. Midsomer Norton.
- Umweltbundesamt (Hrsg.) (2001): Handbuch Umweltcontrolling. 2. Auflage. München.

234006 Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives (M1 – Master Program 1st Year)

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

Rooms and exact dates to be announced in KUSSS
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Lecturer

Prof. Dr. Erik Hansen, MMag. Dr. Melanie Wiener MBA, Julia Schmitt MSc, Andres Alcayaga MS, (Johannes Kepler University, Linz, Institute for Integrated Quality Design (IQD))

Course objectives

Small teams of 2-4 Master level students – from social sciences and engineering background work on current practice challenges and hot topics at the intersection of innovation, quality and sustainability management. They elaborate the status quo of the challenge at hand and present solutions (e.g. informed by practices in industry as well as scientific literature and practice-oriented) to corporate partners.

Course concept

The teams analyze the meaning of concepts like Smart Products, Materials Circularity, or Products as services and further analyze how these trends affect corporate product development. Based on this, they develop a solution/suggestions how to introduce these concepts into a company and how to handle the faced challenges. The overall goal is to support companies in the development of new products and services by unearthing the gap between current capabilities and processes and those supporting innovation. Thus, the teams gain deep practical insights into latest innovation trends and service development.

Grading

Grading will be based on the following aspects:

- Project report
- Presentation
- Attendance and project management

Required reading

To be announced.

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

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

Wednesday, 13:45-15:15

Rooms to be announced in KUSSS

Lecturer

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

Seminar objectives

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

Seminar concept

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

Grading

The assessment of this seminar is made based upon the following requirements:

- Group assignment
- Final exam

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

Required reading

To be announced.

Specialized Management Competence - Module Marketing & International Marketing 1

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

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

Dates and rooms to be announced in KUSSS

Lecturer

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

Course Concept and Structure

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

Course Objectives

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

Grading

Participation in class
Presentation and report

Required reading

To be announced

241039 Master Seminar Applied International Marketing (M2 MK- Master Program 2nd Year)

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

Blocked courses; Rooms will be announced in KUSSS

Lecturer

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

Entry requirements

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

Course aim and objectives

Aim: The core aim of this seminar is to enhance the skills of business students (the future managers) in developing successful strategies for international market environments.

Objectives:

- to improve the critical thinking of the students about various countries, markets and sectors,
- to present a perspective to the international business environment,
- to understand the international market conditions and challenges for marketing mix strategies

Teaching, Theory Development, Company Analysis

- Interactive lecturing and learning is emphasized for the theoretical knowledge:
 - o The students are expected to come to class prepared: Having read the chapters due for the lectures of the week and having read also extracurricular information through different academic sources related to the topics.
 - o The lecturer will introduce the students to the core concepts and basic theoretical knowledge in international marketing with power point presentations.
- Building links between the theoretical knowledge and international industrial environments is emphasized:
 - o The students are expected to read the assigned articles from academic sources and to build the links between the topics from the textbook and theories discussed in the articles.
- Working on the theoretical paper (in peer groups / two students):
 - o Necessitates a careful reading, understanding, thinking and combining the knowledge gained through lectures and articles to present a creative paper on the topic chosen,

- Each peer group works on ONE topic of their choice, prepares a written report about it and presents this with a model.
- Working on company project (in peer groups / two students):
 - Necessitates a “careful choice of a firm” ready to present information about international marketing operations.
 - One export market and one export product / product line is sufficient for the focus of analysis.

Textbook: Bilgin, Z. & Wührer, G. A. (2014), *International Marketing Compact*, Wien: Linde Verlag.

Assignments and Grading:

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

Specialized Management Competence - Module Marketing & International Marketing 2

241040 Master Seminar Advanced Topics in B2B-Marketing (M2 MK – Master Program 2nd Year)

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

Tuesdays, 13:45-15:15, blocked
(rooms to be announced in KUSSS)

Lecturer

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

Course Objectives

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

Course Structure

The course consists of two major parts. In part I, lectures that are accompanied by class discussions provide the basis for understanding the value-based approach to B2B marketing. The following topics are covered:

- B2B marketing: scope, relevance, and characteristics
- Organizational buying
- Typologies of B2B transactions
- The value concept as cornerstone of B2B marketing
- Managing customer benefit
- Price management

In Part II, students are expected to develop and present a case study solution.

Expectations

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

Grading

The assessment of the course will be based on:

- Final exam in class (40%) – 50 percent of total points necessary to reach a passing exam grade
- Quality of the case study solution (40%)
- Case study presentation (20%)

For an overall passing grade, in each of the three assessment categories a passing grade has to be reached.

Compulsory reading

Anderson, J. C./Narus, J. A./Narayandas, D. (2009): Business Market Management – Understanding, Creating, and Delivering Value, 3rd ed., Upper Saddle River, ch. 1, 2, 3, 5, 6 (available in the management library)

Supportive reading

Werani, T. (2012): Business-to-Business-Marketing: Ein wertbasierter Ansatz, Stuttgart

241007 Master Seminar Applied B2B-Marketing (M2 MK – Master Program 2nd Year)

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

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

Lecturers

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

Mag. Maria Hochmayr (Johannes Kepler University, Linz)

Mag. Lisa Schmidt (Johannes Kepler University, Linz)

Course Objectives

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

Course Structure

The seminar has an interactive and application-oriented format. It starts with a kick-off meeting with representatives of voestalpine Stahl GmbH, who together with the team of the marketing institute will act as project supervisors. There are two intermediate presentations aimed at supporting the students in finding an adequate problem solution. The seminar is concluded by a final presentation of the developed solution and a closing event sponsored by voestalpine.

Expectations

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

Grading

The assessment of the course will be based on:

- Quality of the problem solution/seminar paper (70%)
- Quality of final presentation (30%)

For an overall passing grade, in each of the two assessment categories a passing grade has to be reached.

Base literature

Turabian, Kate L. (2007): A manual for writers of research papers, theses, and dissertations: Chicago style for students and researchers, 7th ed.; Chicago/London: The University of Chicago Press (ch. 3, 4, 7, 8, 9, 10, 13, 15) + Master Thesis Guidelines (<http://www.jku.at/ham/content/e35679>)

Specialized Management Competence - Module Human Resource Management & Organization 1

266204 Master Seminar Advanced Topics in Organization: Literature and Practice (M2 HR/ORG/IM – Master Program 2nd Year)

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

Rooms to be announced in KUSSS

Lecturers

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

Topic

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

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

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

Course Objectives

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

Grading

To be announced

Required Readings

To be announced

Specialized Management Competence - Module Human Resource Management & Organization 2

267015 Master Seminar Leaders, Groups, and their Organizational Environment (M2 HR/ORG/IM – Master Program 2nd Year)

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

Thursday, March 15 th , 2018 (13.30 – 17.00)
Friday, March 16 th , 2018 (09.15 – 17.00)
Thursday, April 12 ^h , 2018 (13.30 – 17.00)
Friday, April 13 th , 2018 (13.30 – 17.00)
Thursday, June 14 th , 2018 (09.15 – 17.00)
Friday, June 15 th , 2018 (09.15 – 17.00)
(Rooms to be announced in KUSSS)

Lecturer

Assoz. Univ.-Prof. Dr. Barbara Müller

Course objectives

The aim of the course "Leaders, Groups and their Organizational Environment" is the reflection of experiences and theories in the field of leadership. In specific the course addresses the following topics:

- The role of leadership within organizations
- Becoming a leader – Developing leader identity

- Leading groups
- Reflecting on leadership challenges
- The approaches to explain effects and impact of leadership

Teaching methods

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

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

Grading

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

Required reading

Selected Chapters of

- Alvesson, M.; Blom, M., & Sveningsson, S. (2017): Reflexive Leadership. Organising in an imperfect world. Sage.
- Yukl, G. (2013): Leadership in Organizations. 8th Edition. Pearson.

Further readings will be provided in class.

Specialized Management Competence - Module Global Strategic Management 2

247035 Master Seminar International Business Project (M2 HR/ORG/IM – Master Program 2nd Year)

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

Date	Time	Class type
20.03.2018	09:15-10.45	face-to-face
10.04.2018	09:15-10.45	virtual class via Adobe Pro Connect
17.04.2018	09:15-10.45	virtual class via Adobe Pro Connect
03.05.2018	t.b.d.	virtual simulation
17.05.2018	t.b.d.	virtual simulation
22.05.2018	09:15-12:30	face-to-face
29.05.2018	09:15-12:30	AXIS Co-Working Space Tabakfabrik
12.06.2018	09:15-12:30	virtual class via Adobe Pro Connect
19.06.2018	09:15-12:30	face-to-face

(please check KUSSS for final times and rooms)

NOTE!

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

Lecturer

Saskia Langenberg LL.M., Juhász Edit, MSc (Johannes Kepler University, Linz)

Entry requirements

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

Course structure

The course consists of three different types of classes:

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

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

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

and maybe some more.

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

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

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

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

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

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

Course objectives

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

Grading

VIBu Assignments 30P

- Individual Reflection I (15P)
- Individual Reflection II (15P)

Web-based group task 40P

Short Tests 30P

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

Required reading

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

Specialized Management Competence - Module Entrepreneurship 2

281301 Master Seminar Entrepreneurship Theory and Practice (M2 – Master Program 2nd Year)

Seminar, 3.00 hours, 6.00 ECTS credits, Spring

Monday, April 16th, 2018, 09:15-18:00

Tuesday, Mai 08th, 2018, 09:15-18:00

Monday, June 18th, 2018, 09:15-18:00*

Additional dates and individual consulting dates will be agreed upon with participants

* Intended dates! Final dates and rooms to be announced in KUSSS

Lecturer

Univ.-Prof. Dr. Norbert Kailer, (JKU), Dr. Bernd Litzka (AWS Vienna), Univ.-Prof. Dr. Sascha Kraus (University of Liechtenstein)

Entry requirements

Successful completion of specific Master Courses (see KUSSS). Completion of Master Seminar Innovation: Entrepreneurial Perspectives is recommended but not mandatory.

Course description and structure

The Master Seminar Entrepreneurship Theory and Practice aims at discussing entrepreneurial core competencies and skills in start-ups, small and medium-sized enterprises and family businesses. The seminar builds upon the basic knowledge of business planning and entrepreneurship. Students will address peculiarities of the start-up and growth phase of business. A special focus will be on support institutions, support programs and consulting for start-ups and business succession.

In particular, students gain knowledge to analyse and discuss relevant core competencies and skills (e.g. presentation skills) as well as problems in the start-up and growth phase. Additionally the seminar is designed to develop the students' understanding of support programs and assistance offered by various institutions.

Course objectives

On successful completion, students

- are able to discuss relevant core competencies and skills focusing on the start-up and growth phase.
- are increasingly aware of specific problems in the phase of business planning and are able to analyse, understand and review those problems.
- are able to discuss specific support institutions and support programs as well as their benefit for entrepreneurs.

Grading

10% participation in discussions and groupwork

20% presentation

70% written (essay)

More than 50% of the points are necessary to pass the seminar.

Attendance at seminar times is encouraged, but not mandatory.

Compulsory reading

Background literature: Volkmann, C.; Tokarski, K.; Gruenhagen, M. (2010): Entrepreneurship in a European Perspective: Concepts for the Creation and Growth of New Ventures, Gabler, Wiesbaden.

Further information on literature will be announced.

Advanced Electives – Subject Interpersonal Skills

267102 Master Seminar Negotiation Skills – Focus: Bargaining in Human Resource Management (M1 – Master Program 1st Year)

Seminar, 2.00 hours, 2.00 ECTS credits, Spring

Saturday, March 16, 09:15-17:00 Friday, April 20, 09:15-17:00 Saturday, April 21, 09:15-17:00 (Rooms to be announced in KUSSS)

Lecturer

Dr. Stephan Klinger

Course structure

Right from the early days of mankind people had to negotiate with each other – in verbal or non-verbal ways, using brute force or gentle bargaining tactics. Whereas in ancient Greece Socrates was regarded as a brilliant rhetoric and the inventor of the dialectic method of inquiry (also referred to as the Socratic Method), modern managers rely on the toolkit and system of the Harvard Negotiation Project (“Getting to a Yes!”) or make use of communication techniques like Neuro-linguistic programming (NLP – a mixture of communication and psychotherapy developed in the 1970s) to succeed in negotiations. Whatever instrument, toolkit, strategy or tactics individual negotiators rely to is highly shaped by their individual preferences and the negotiation situation.

There are no universal rules on how to negotiate! So in class you will get to know and explore the different approaches and perspectives with the aim to equip you with the relevant skills to understand any negotiation as a challenging but enjoyable experience.

This semester we will focus on negotiations in the field of human resource management. Michael Baumann is an experienced Human Resources Consultant with a focus on management positions. Negotiations are an essential part of his daily business, he will co-teach this course.

Course objectives

This Master Seminar is designed to develop in participants a greater understanding of negotiation theory and practice. Students are going to improve their negotiation skills (like essential questioning and listening skills) as well as their framework of preparation for negotiations.

To achieve this, we are going to cover a broad range of

- negotiation issues (purchasing a car, discussing the next holiday with your partner, international incidents,...),
- strategies (distributive and competitive bargaining),
- types of negotiators (psychological factors, emotions, verbal and nonverbal factors – like body language,...),
- construction of realities, and
- situations (1-1 negotiations, team negotiation, multi-party-negotiation,...).
- HR related negotiations (salary negotiations, recruiting interviews,...)

Teaching methods

Negotiation is best learned experientially and by reflecting on what you are doing. Therefore the Master course will have a strong practical approach. The participants will use English at all times and reflect on their attitudes and expectations regarding the bargaining process.

Grading

To be announced.

Required reading

Fisher, Ury (2012); Getting to Yes, Random House

Lewicki, Barry, Saunders (2010); Essentials of Negotiation, McGraw-Hill

Plato; Apology

267103 Master Seminar Team Development & Group Dynamics (M1 – Master Program 1st Year)

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

Dates & rooms to be announced in KUSSS
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Lecturer

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

Course objectives

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

Course description / Course structure

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

Teaching methods

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

Grading

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

Required reading

Robbins, S.P. / Judge, T.A. (2009): Organizational Behavior, 13th Edition, Pearson.

ECONOMICS COURSES – MASTER LEVEL

239130 Advanced Exchange Rate Theory

Course, 2.00 hours, 4.00 ECTS credits, weekly

Friday, 15.30 – 17.00, room: K 033C

March 9th to May 18th, 2018

Lecturer

Dr. Nikolaos Antonakakis (University of Economics and Business, Vienna)

Course objectives

This course is part of the Master in Economics program. It is an advanced course on exchange rate theory. Its goal is to provide students with the deep understanding of international monetary economics. The course is intended for students of the Master in Economics, and students of the Master in Management and Applied Economics. Students of other areas of specialization such as finance or other programs who are interested in international economics are highly welcome.

Prerequisites

Background on the topic of international monetary economics at the Bachelor's level is convenient (see the content of the course Balance of Payments and Exchange Rates - Zahlungsbilanz und Devisenmarkt). Some knowledge of Mathematics at an intermediate level and Statistics at an introductory level is a prerequisite for this course. The course is taught in English.

Content

- I. A primer on foreign exchange markets: Exchange rates and empirics
 1. The foreign exchange market: Basic definitions
 2. Covered and uncovered interest parity conditions
 3. The economics of purchasing power parity
- II. International macroeconomic models
 4. The flexible price monetary approach to the exchange rate
 5. The sticky-price monetary model
 6. Currency substitution models and the portfolio balance approach to the exchange rate
 7. The new open economy macroeconomics and exchange rate behavior
 8. The new open economy macroeconomics model: Pricing to market and exchange rate volatility redux
- III. The economics of fixed exchange rates
 9. Target zone models
 10. Speculative attacks and contagion
- IV. The microstructure of exchange rates
 11. The microstructure approach: Order flow analysis

Grading

Before students attend the course, they are asked to study the relevant chapters in the textbook (McDonald, 2007). In class, the material is discussed together thoroughly. Students must work on a seminar paper during the semester, on a topic they agree with the instructor of the subject. The deadline for selecting a topic is March 16, 2018. The seminar papers may be presented in a special session at the end of the semester. A maximum of 40 points from the seminar paper will account for the final grade. Moreover, the quality of the presentation counts. At the end of the semester a final exam (with a maximum of 60 points) will be given. To compute the final grade, the student must obtain a minimum of 40 percent in the final exam. Maximum points in total: 100. The grading scale will be as follows:

Points	Grades	Scale
90-100	Very good	1
77-89	Good	2
64-76	Satisfactory	3
51-63	Adequate	4
0-50	Unsatisfactory	5

References

[1] McDONALD, R. (2007): Exchange rate economics. Theories and evidence, Abingdon, Oxfordshire: Routledge, second edition.

Other references:

[2] BEKAERT, G. and R. HODRICK (2012): International financial management, Upper Saddle River, NJ: Pearson Education, second edition.

[3] CHIANG, A.C. and K. WAINWRIGHT (2005): Fundamental methods of mathematical economics, Boston: McGraw-Hill, fourth edition.

[4] COPELAND, L. (2008): Exchange rates and international finance, Harlow, Essex: Pearson Education, fifth edition.

[5] DE GROOT, M.H. and M.J. SCHERVISH (2002): Probability and statistics, Boston: Pearson Education, fourth edition.

[6] EVANS, M.D.D. (2011): Exchange rate dynamics, Princeton, NJ: Princeton University Press.

[7] GREENE, W.H. (2008): Econometric analysis, New Jersey: Prentice Hall, sixth edition.

[8] KRUGMAN P. and M. OBSTFELD (2008): International economics: Theory and policy, Boston: Pearson Education, eighth edition.

[9] LUTKEPOHL H. and M. KRATZIG (2004 ed.): Applied time series econometrics, Cambridge: Cambridge University Press.

[10] LYONS, R.K. (2001): The microstructure approach to exchange rates, Cambridge, Massachusetts: The MIT Press.

[11] MARK, N.C. (2001): International macroeconomics and finance. Theory and econometric methods, Oxford: Blackwell.

[12] NEELY, C.J. and L. SARNO (2004): How well do monetary fundamentals forecast exchange rates? The Federal Reserve Bank of St. Louis Review, 84, 51-74.

[13] OBSTFELD, M. and K.S. ROGOFF (1996): Foundations of international macroeconomics, Cambridge, Massachusetts: The MIT Press.

[14] REINHART, C. and K.S. ROGOFF (2002): The modern history of exchange rate arrangements: A reinterpretation, NBER working paper No. 8963.

[15] SARNO, L. and M. TAYLOR (2002): The economics of exchange rates, Cambridge: Cambridge University Press.

[16] SYDSAETER, K. and P.J. HAMMOND (2008): Essential mathematics for economic analysis, Harlow, Essex: Pearson Education, third edition.

[17] TAVLAS, G., DELLAS, H. and A.C. STOCKMAN (2008): The classification and performance of alternative exchange-rate systems, European Economic Review, 52, 941-963.

[18] TAYLOR, A.M. and M.P. TAYLOR (2004): The purchasing power parity debate, Journal of Economic Perspectives, 18, 135-158.

[19] VAN MARREWIK, C. (2007): International Economics, Oxford: Oxford University Press.

[20] WOOLDRIDGE, J.M. (2009): Introductory econometrics. A modern approach, Cincinnati: South-Western Cengage Learning, fourth edition.

239314 Advanced Topics II - Natural Experiments in Macroeconomics

Seminar, 2.00 hours, 4.00 ECTS credits, weekly

Friday, 13:45 – 15:15, room: K 033C

from March 9th to June 29th, 2018

Lecturer

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

Entry requirements

The seminar is intended for graduate students with an interest in macroeconomic questions. Participants should have prior training in macroeconomics (at least on an intermediate level) and knowledge of microeconometrics methods (such as difference-in

- differences estimator, instrumental variables approaches, and regression discontinuity designs).

Objectives

A growing literature relies on natural experiments to establish causal effects in macroeconomics. In this seminar, we will discuss most recent paper published in this literature.

Content

We will mainly focus on causal factors in economic growth (such as, institutions and political economy, social structure, trust and civic capital) but also discuss the permanent income hypothesis (i.e., reaction of consumption to expected and unexpected income changes), and fiscal multipliers.

Further information will be provided at the website:

<https://sites.google.com/site/mhalla1980/macronatural>

239307 Feminist Economics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 15:30 - 17:00, room: MT 226/1 from March 13 th to June 26 th , 2018

Lecturer

Prof.ⁱⁿ Doris Weichselbaumer (Johannes Kepler University, Linz)

Entry requirements

Basic knowledge in microeconomics is expected.

Course objectives

In this course, students will gain a working knowledge on core themes concerning the effect of gender in the economy. Issues tackled include: models of the household, economics of care and labor market issues (e.g. human capital formation, discrimination).

Main Literature

Blau, Francine, Marianne A. Ferber and Anne Winkler (2013): The Economics of Women, Men and Work, Pearson.

Eswaran, Mukesh (2014): Why Gender Matters in Economics, Princeton University Press.

239142 Macroeconometrics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday, 10:15 – 11:45, room: K 112A from March 7th to June 27th, 2018

Lecturer

Dr. Jochen Güntner (Johannes Kepler University, Linz)

Contact information

For handing in assignments, questions or problems please contact: jochen.guentner@jku.at

Homepage: <http://www.econ.jku.at/2653/>

Entry requirements

Participants are expected to have some background in multiple regression analysis, must be familiar with simple statistical concepts, such as correlation and covariation, and know how to use OLS estimation and fundamental statistical testing procedures, such as t- and F-tests. Students with a Bachelor from JKU Linz must/should have attended the course Econometrics I in the Bachelor Program.

Course Objectives

The aim of this graduate-level course is to introduce students to the concept of time series and their applications in empirical macroeconomics and finance. If necessary, we start with a refresher of the theory and solution of first- and higher-order difference equations in order to better understand the dynamic behavior of macroeconomic and financial variables. We then introduce the concept of a likelihood function and Maximum Likelihood (ML) estimation for time series. In what follows, we cover the specification and estimation of stationary and nonstationary univariate time-series models with homoskedastic and heteroskedastic error terms. Given sufficient time, we introduce multivariate time-series models, such as vector-autoregression (VAR) models, and the concept of co-integration.

This course is “applied” in the sense that students must solve homework assignments that involve coding your own statistical tests and estimation routines. The use of MATLAB or R is recommended. The course is intended for students in the Master program in Economics and students in the Master program in Management and Applied Economics with an interest in applied econometrics. Students with a specialization in finance, statistics, or related fields are more than welcome. The course is not intended for students at the Bachelor level.

Course Content (preliminary)

I. Introduction and Background

1. The Concept of Time Series
2. Difference Equations and their Solution (if necessary)
3. Maximum Likelihood Estimation

II. Univariate Time-Series Models

4. Stationary Time-Series Models
5. Deterministic and Stochastic Trends
6. Modeling Time-Varying Volatility

III. Multivariate Time-Series Models

7. Vector Autoregressive (VAR) Models
8. Cointegration and Vector Error-Correction Models

Literature

The content of this course largely draws on selected chapters of:

- Enders, Walter (2010). Applied Econometric Time Series. 3rd edition. John Wiley & Sons.

Other References for Macroeconometrics:

- Favero, Carlo A. (2001). Applied Macroeconometrics. Oxford University Press.
- Hamilton, James D. (1994). Time Series Analysis. Princeton University Press.
- Lütkepohl, Helmut and Markus Krätzig (2004). Applied Time Series Econometrics. Cambridge University Press.
- Lütkepohl, Helmut (2005). New Introduction to Multiple Time Series Analysis. Springer.

References for Dynamic Mathematics:

- Chiang, Alpha C. and Kevin Wainwright (2005). Fundamental Methods of Mathematical Economics. 4th edition. McGraw Hill.
- Sydsaeter, Knut, Peter Hammond, Atle Seierstad, and Arne Ström (2005). Further Mathematics for Economic Analysis. Pearson Education Limited.

General Econometrics References:

- Brooks, Chris (2008). Introductory Econometrics for Finance. 2nd edition. Cambridge University Press.
- Davidson, Russell and James G. MacKinnon (1993). Estimation and Inference in Econometrics. Oxford University Press.
- Greene, William H. (2008). Econometric Analysis. 6th edition. Pearson Prentice Hall.
- Wooldridge, Jeffrey M. (2013). Introducing Econometrics: A Modern Approach. 5th edition. South-Western Cengage Learning.

Course Organization

There will be a two-hour (90 minute) lecture every week, except during Easter Break (March 26 – April 8). Part of the lecture time will be used to illustrate practical problems and applications. Course material such as slides, data, and code are available online through KUSSS.

Grading

This course has 4 ECTS points (= 100 hours). Students are expected to prepare the relevant chapters in Enders (2010) before the topics are discussed in class in greater detail. Students are required to solve regular homework assignments that contain both paper-and-pencil derivations and applications using actual or simulated time series (e.g. from Enders, 2010). The final grade will be based on all homework assignments (50%) and a written final exam (50%)

239334 Macroeconomics II

Course, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday, 13:45 – 15:15, room: K 009D
from March 7th to June 27th, 2018

Lecturer

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

Course content

Synopsis of the history of macroeconomic theory, intertemporal budget restrictions and transversality conditions, modern macroeconomic theory of consumption, investment theory, the Ramsey model and real business cycle theory, micro-foundations of the new Keynesian macro-economic theory, imperfections on product markets, labour markets, and financial markets; DSGE models in the light of the recent financial crisis; contrasting modern macroeconomic theory with traditional Keynesian and post-Keynesian theory; the effect of

monetary and fiscal policy in closed and open economies; balance of payments restrictions and exchange rate dynamics in the intertemporal context. Debate on the state of macroeconomics in the light of the recent financial and economic crisis.

Course objectives

This course deals with macroeconomic theory at an advanced level. Modern macroeconomic theory is characterised by two features: firstly, it has attempted to bridge the traditional gap between micro and macroeconomic theory. Secondly, it puts the emphasis on the analysis of market failures: in other words, it concentrates on finding out the reasons why there are suboptimal outcomes in the marketplace. Consequently, we will deal with market failures in product markets, labour markets and financial markets as well as interaction between these markets. This will enable us to understand why fluctuations in market economies, unemployment and problematic behaviour by financial institutions (including banking crises and speculative bubbles) can arise. We will also examine the effects of monetary and fiscal policy in such a context. Finally, we will follow the discussion about the impact of the recent financial and economic crisis on the development of macro-economic theory.

Literature

D. Romer: Advanced Macroeconomics, McGraw-Hill; Handbook of Monetary Economics, North-Holland; M. Obstfeld and K. Rogoff: Open Economy Macroeconomics; Jodi Gali: Monetary Policy, Inflation, and the Business Cycle: An Introduction to the New Keynesian Framework, MIT Press; W. Carlin and D. Soskice: Macroeconomics: Institutions, Instability, and the Financial System; Oxford University Press; A. Benassy-Quere, B. Coeure, P. Jacquet, J. Pisani-Ferry: Economic Policy, Theory and Practice; Oxford University Press;

239101 Microeconomics II

Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday,	13:45 – 15:15,	room: K 223B
From March 6th to June 26th, 2018		

Lecturer

Dr. Matthias Fahn (Johannes Kepler University, Linz)

Entry requirements

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

Outline

KS Micro II gives students an overview of the basics of microeconomic theory at the graduate level, in particular of consumer theory and production, but also of problems of asymmetric information, bilateral moral hazard, and (potentially) decisions under uncertainty. After attending the course, students should know the main concepts of microeconomic theory enabling them to read economic literature employing these concepts.

Course Organization

The basic concepts of microeconomic theory will be discussed and formally analyzed. Lecture notes will be made available through Kusss. Students are also encouraged to attend the IK Microeconomics, which covers problem sets on topics covered in Micro II, as well as in the KS Welfare Economics.

Grading

20 % class room participation, 80% final exam

The final exam is closed book and consists of open questions

Literature

Mas-Colell, A., Whinston, M.D., Green, J.R., Microeconomic Theory, Oxford University Press 1995.
Jehle G. A. and P. J. Reny (2011) Advanced Microeconomic Theory, Third Edition Pearson Press.

239114 Microeconomics II

Intensifying Course, 1.00 hours, 2.00 ECTS credits, weekly

Tuesday,	15:30 – 17:00,	room: K 153C
from March 6 th to June 26 th , 2018		
exam date in the first week of July!		

Lecturer

Lorenz Fischer, MSc (Johannes Kepler Universität, Linz)

Entry requirements

This course is designed for students entering a Master's degree in (applied) economics. Typical prerequisites are contents from Bachelor's economics courses and mathematics. The IC Microeconomics II can only be attended together with the course.

Objectives

The IC Microeconomics II discusses in more depth the themes addressed in the course Microeconomics II. In particular, the focus is on exercises on the themes of the course and there is the possibility to pose questions on issues unclear in the CS Microeconomics II.

Content

Students get an overview of the basics of microeconomic theory at the graduate level, in particular of consumer and producer theory and partial and general equilibrium. Students get familiar with the main concepts of microeconomic theory.

The course includes optimal decision of producers and behavior under changing circumstances, optimal consumption decisions by households given preferences, or factor supply decisions. General equilibrium moves to the aggregated level of the economy, where market failures, such as asymmetric information and uncertainty, are discussed. Concepts of welfare economics such as Pareto-efficiency, social welfare functions, and social choice are also studied.

Grading

Grading is based on home assignments and a final exam.

239503 The Multinational Firm in the Global Economy

Course, 2.00 hours, 4.00 ECTS credits, weekly

Monday, March 5,	08:30 – 12:45,	room: MT 226
Monday, March 12,	08:30 – 12:45,	room: MT 226
Monday, March 19,	08:30 – 12:45,	room: MT 226
Monday, April 9,	08:30 – 12:45,	room: MT 226
Monday, April 16,	08:30 – 12:45,	room: KEP 3
Monday, April 23,	08:30 – 12:45,	room: MT 226

Lecturer

Prof. Dr. Karin Mayr-Dorn (Johannes Kepler University, Linz)

Contact

karin.mayr-dorn@jku.at, Office room number K103A, Keplergebäude, 1st floor. Office hours: by appointment.

Entry requirements

Good knowledge in macro-, microeconomics and econometrics as well as mathematics for economists.

Course Content

The goal of the course is to gain a basic understanding of the theory on multinational firms and foreign direct investment (FDI) and to become familiar with the main empirical findings on multinational firms and FDI. After the course you should be able to explain the main concepts and theories and empirical findings from the literature. We cover the following themes, following the book used for the course:

- (a) Facts and Issues
- (b) Overview of concepts, theory and empirical findings
- (c) Theory on horizontal FDI
- (d) Theory on vertical FDI
- (e) Theory on the role of the firm in FDI
- (f) Empirics: determinants of FDI
- (g) Empirics: Host country effects
- (h) Empirics: Home country effects
- (i) Policy Implications

Assessment

Grading will be based on a final exam (80%) and homework sets (20%). A minimum of 50% of the total is necessary for passing the course.

Literature

Barba Navaretti, Giorgio and Anthony J. Venables (2006), *Multinational Firms in the World Economy*, Princeton University Press.

239328 Regulation and Antitrust

Course, 2.00 hours, 4.00 ECTS credits, weekly

Wednesday, 08:30 – 10:00, room: K 153 C From March 7th to June 27th, 2018
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Lecturer

Dr. Johannes Muthers (Johannes Kepler University, Linz)

Course Objective

The course aims to supply students with the background and methods needed to analyse firm behaviour from a competition policy or regulatory perspective.

For competition and regulatory policy as well as for management decisions it is important to predict the effects of various business strategies. The course provides the theoretical foundations to analyse business strategies in practice.

Course Description

The course covers the economic background and the legal framework of modern competition policy, regulation and consumer protection.

The first part of the course treats the theoretical foundation of competition policy. merger control, cartels, and regulation of dominant firms.

The second part covers the regulation of industries, including network industries.

In the third part, we will discuss consumer behavior and consumer protection.

In all parts, we discuss international cases and case studies.

239505 Welfare Economics

Course, 2.00 hours, 4.00 ECTS credits, weekly

Tuesday, 10:15 - 11:45, room: K 153 C from March 6 th to June 26 th , 2018

Lecturer

Prof. DI Dr. Johann Brunner (Johannes Kepler University, Linz)

Course objectives

Students are familiar with the conditions for Pareto efficiency of general equilibrium in a static and a dynamic model of the economy, and in the presence of uncertainty (contingent goods). Students understand the concept of social welfare functions in the sense of Samuelson / Bergson and the basics of social choice theory, and they know methods how to measure welfare effects due to price changes.

Course content

Pareto efficiency, first fundamental theorem of Welfare Economics, extensions and criticism, social welfare functions, social choice theory, Hicksian measures of welfare changes.

Methods

Lecture based on course reader, exercises

Grading

Active class participation, final examination, re-sit examination (if necessary)

Required reading

Course reader

239033 Welfare Economics

Intensifying Course, 1.00 hour, 2.00 ECTS credits, weekly

Tuesday, 15:30 - 17:00, room: K 153 C from March 6 th to June 26 th , 2018

Lecturer

Lorenz Fischer, MSc (Johannes Kepler Universität, Linz)

Entry requirements

This course is designed for students of a Master's degree in (applied) economics. Typical prerequisites are contents from Bachelor's economics courses and mathematics. The IC Welfare Economics can only be attended together with the course.

Objectives

The IC Welfare Economics discusses in more depth the themes addressed in the course CS Welfare economics. The focus is on exercises on the themes of the course - the same topics will be discussed and deepened.

Content

Students learn the prerequisites of Pareto-efficiency in general equilibrium, in static as well as dynamic models also including the possibility of uncertainty (contingent goods). Social welfare functions in the sense of Samuelson/Bergson and foundations of social-choice theory are included, as well as methods to measure welfare effects of, for example, price changes.

Assessment

Grading is based on home assignments and a final exam.

COURSES - Master program Business Informatics

258401 Data Warehousing

Lecture, 2.00 hours, 3.00 ECTS credits

Monday, 08:30 – 10:00 room: S2 048
March 5 th to June 25 th , 2018

Lecturer

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

Entry requirements

Knowledge on databases (ANSI-SPARC architecture, UML, relational databases, fundamentals of SQL), programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

Course objectives

Students are able to apply methods and tools for the integration of large amounts of data - particularly business and web data - in a data warehouse. Students know methods and tools for data analysis with data warehouses - particularly OLAP languages. Students know the reference architecture of data warehouse systems, are able to plan, design and implement data warehouse systems.

Subject

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

Assessment

Written exam

Required reading

Vaisman, A.; Zimányi, E.: Data Warehouse Systems: Design and Implementation. Springer, 2014.

Sherman, R.: Business Intelligence Guidebook: From Data Integration to Analytics. Morgan Kaufmann, 2014.

Further reading will be announced each semester.

258405 Data Warehousing

Tutorial, 2.00 hours, 3.00 ECTS credits

Monday, 10:15 – 11:45 room: S2 048
March 5 th to June 25 th , 2018

Lecturer

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

Entry requirements

Knowledge on databases (ANSI-SPARC architecture, UML, relational databases, fundamentals of SQL), programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

Course objectives

See Lecture Data Warehousing

Subject

See Lecture Data Warehousing

Criteria for evaluation

Practical exercises, presentation of case studies, special topics

Methods

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

Required reading

Vaisman, A.; Zimányi, E.: Data Warehouse Systems: Design and Implementation. Springer, 2014.

Sherman, R.: Business Intelligence Guidebook: From Data Integration to Analytics. Morgan Kaufmann, 2014.

Supplementary reading will be announced for each semester.

258410 Data Mining

Lecture, 2.00 hours, 3.00 ECTS credits

Monday, 13:45 – 15:15 room: MT 127
March 5 th to June 25 th , 2018

Lecturer

Felix Burgstaller MSc (Johannes Kepler University, Linz)

Entry requirements

Basic knowledge on statistics and programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

Course objectives

Students are enabled to apply data mining methods and techniques to recognize patterns that reveal potentially unknown knowledge from integrated and cleaned organizational data bases. They know the phases of the data mining process, important domains and typical problems as well as current developments of data and Web mining, and are familiar with common data mining tools.

Subject

Data mining process (KDD - Knowledge Discovery in Data); Data mining techniques: Clustering, Classification, Association rules; Data mining applications; Data mining tools; current developments; Case studies and practical scenarios, with a particular focus on web mining.

Assessment

Written exam

Basic literature

- Han, J.; Kamber, M.: Data Mining: Concepts and Techniques. Morgan Kaufmann, latest edition.

Supplementary literature:

- Liu, B.: Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Verlag, latest edition.
- Piatetski-Shapiro, G.: Data Mining and Analytics Resources. <http://www.kdnuggets.com/> [last accessed: 28. May 2013].

Further reading will be announced.

258415 Data Mining

Tutorial, 2.00 hours, 3.00 ECTS credits

Monday, 15:30 – 17:00 room: MT 127
March 5 th to June 25 th , 2018

Lecturer

Felix Burgstaller MSc (Johannes Kepler University, Linz)

Entry requirements

Basic knowledge on statistics and programming experience expected. Lecture and tutorial must be attended together. Final admission to the course is in the kick-off (mandatory attendance).

Course objectives

See Lecture Data Mining

Subject

See Lecture Data Mining

Assessment

Practical exercises, presentation of case studies based on the lecture material

Methods

Practical exercises in small groups applying knowledge communicated in the lecture and the exercise; presentation, discussion and documentation of the group results.

Basic literature

- Han, J.; Kamber, M.: Data Mining: Concepts and Techniques. Morgan Kaufmann, latest edition.

Supplementary literature:

- Liu, B.: Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Verlag, latest edition.
- Piatetski-Shapiro, G.: Data Mining and Analytics Resources. <http://www.kdnuggets.com/> [last accessed: 28. May 2013].

Further reading will be announced.

245628 Computational Logistics: Metaheuristics

Seminar, 2.00 hours, 6.00 ECTS credits

Tuesday, March 6,	10:15 – 11:45,	room: K 112A
Tuesday, March 6,	13:45 – 15:15,	room: K 112A
Tuesday, March 13,	10:15 – 11:45,	room: K 112A
Tuesday, March 13,	13:45 – 15:15,	room: K 112A
Tuesday, March 20,	10:15 – 11:45,	room: K 112A
Tuesday, March 20,	13:45 – 15:15,	room: K 112A
Tuesday, April 10,	10:15 – 11:45,	room: K 112A
Tuesday, April 10,	13:45 – 15:15,	room: K 112A
Tuesday, April 17,	10:15 – 11:45,	room: K 112A
Tuesday, April 17,	13:45 – 15:15,	room: K 112A
Tuesday, May 8,	10:15 – 11:45,	room: K 112A
Tuesday, May 15,	10:15 – 11:45,	room: K 112A
Tuesday, June 19,	10:15 – 11:45,	room: K 112A

Lecturer

Dr. Fabien Tricoire, PhD (Johannes Kepler University, Linz)

Entry requirements

Knowledge required: ability to program

Course objectives

Students know the basic design concepts of heuristics and metaheuristics. They are able to design, implement and test simple heuristics and metaheuristics for planning problems arising in production, logistics and supply chain management. Furthermore, they know statistical methods for evaluating heuristic and metaheuristic results.

Course content

During this course, we will tackle the optimisation of difficult logistics problems such as routing optimisation, facility location or task scheduling. After emphasising the inherent difficulties in such problems, we will investigate various approximate optimisation algorithms, called metaheuristics, such as variable neighborhood search, adaptive large neighborhood search, tabu search, simulated annealing, genetic algorithms.

Assessment and Grading

Presentation of the project, exam

Required reading

Hoos/Stützle: Stochastic Local Search – Foundations and Applications, Elsevier 2005.

Gendreau/Potvin: Handbook of Metaheuristics, 2nd Edition Springer 2010.

Additional literature will be announced during the course.

COURSES - Master program Statistics

238233 Experimental Design

Combined Course, 2.00 hours, 4.00 ECTS credits

Wednesday,	13:45 – 15:15,	room: S2 Z74
Thursday,	10:15 – 11:45,	room: S2 Z74
Friday,	10:15 – 11:45,	room S2 Z74
From March 8 th to April 27 th , 2018		

Lecturer

Univ.-Prof. Dr. Werner Müller (Johannes Kepler University, Linz)

Course objectives

Principles of effective data collection and corresponding software. Design, hands-on experiment and analysis in a simple situation.

Subject

- randomization, blocking, replication
- simple factorial designs, fractional factorials
- screening designs
- response surface designs
- optimal design of experiments
- design algorithms

Assessment

Presentation and written description of a concrete designed experiment

Required reading

Atkinson A. C., Donev A. N. and Tobias R. D. (2007). Optimum Experimental Designs, with SAS. Oxford University Press.

Anderson M. J. and Whitcomb P. J. (2007). DOE Simplified: Practical Tools for Effective Experimentation, Second Edition, 2nd Edition. Productivity Press.

238230 Methods for Statistical Projects

Seminar, 2.00 hours, 4.00 ECTS credits

Wednesday,	13:45 – 15:15,	room: S2 Z74
Thursday,	10:15 – 11:45,	room: S2 Z74
Friday,	10:15 – 11:45,	room S2 Z74
From April 11 th to May 18 th , 2018		

Lecturer

Univ.-Prof. Dr. Werner Müller (Johannes Kepler University, Linz)

Course objectives

Students learn advanced methods for data analysis in the project.

Subject

Varying with the project, eg. algorithms for experimental design, methods for missing data analysis.

Assessment

Project work

Criteria of Evaluation

Project report

Methods

Lecture, Project Work

Required reading

Specific to the project

238222 Statistical Projects

Seminar, 2.00 hours, 4.00 ECTS credits

Wednesday,	13:45 – 15:15,	room: S2 Z74
Thursday,	10:15 – 11:45,	room: S2 Z74
Friday,	10:15 – 11:45,	room S2 Z74
From May 23 rd to June 29 th , 2018		

Lecturer

Univ.-Prof. Dr. Werner Müller (Johannes Kepler University, Linz)

Course objectives

Students are able to conduct a statistical project.

Subject

Performing the steps of a statistical project: data acquisition, data management and preparation; statistical modelling and analysis; interpretation of results writing a project report and final presentation.

Assessment

Presentations and written report

Required reading

Samsa, G., Oddone, E. Z., Integrating scientific writing into a statistics curriculum: A course in statistically based scientific writing. The American Statistician 48 (2), 1994.

238231 Advanced Statistical Inference

Lecture, 2.00 hours, 4.00 ECTS credits

Wednesday,	13:45 – 15:15	Room: S2 044
From March 7 th to June 27 th , 2018		

Lecturer

Assoz. Univ.-Prof. Dr. Milan Stehlik (Johannes Kepler University, Linz)

Course objectives

Knowledge of concepts and results in Mathematical Statistics.

Subject

- asymptotic evaluations: convergence concepts, central limit theorem, consistency, the delta method, asymptotic efficiency
- generating a random sample: direct and indirect methods, accept-reject, MCMC, bootstrapping
- robustness: break point, M-estimator, influence function
- asymptotic tests: Wald, Lagrange multiplier, Chi-square
- confidence intervals: pivots, pivoting the cdf, asymptotic intervals
- decision theory: loss function, risk function, Bayes risk
- copulas

Assessment

Exam

Required reading

Casella G. and Berger R.L. (2002). Statistical Inference.

238232 Advanced Statistical Inference

Tutorial, 2.00 hours, 6.00 ECTS credits

Wednesday,	10:15 – 11:45	Room: S2 044
From March 7 th to June 27 th , 2018		

Lecturer

Assoz. Univ.-Prof. Dr. Milan Stehlik (Johannes Kepler University, Linz)

Course objectives

Practicing the theoretical concepts and methods acquired in the lecture "Advanced Statistical Inference"

Subject

- asymptotic evaluations: convergence concepts, central limit theorem, consistency, the delta method, asymptotic efficiency
- generating a random sample: direct and indirect methods, accept-reject, MCMC, bootstrapping

- robustness: break point, M-estimator, influence function
- asymptotic tests: Wald, Lagrange multiplier, Chi-square
- confidence intervals: pivots, pivoting the cdf, asymptotic intervals
- decision theory: loss function, risk function, Bayes risk
- copulas

Assessment

Presentation of solved homeworks.

Required reading

Casella G. and Berger R.L. (2002). Statistical Inference.

238144 Bayes Statistics

Combined course, 2.00 hours, 4.00 ECTS credits

Wednesday, 12:00 – 13:30 Room: S2 044 From March 7 th to June 27 th , 2018

Lecturer

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

Course objectives

Students are familiar with the Bayesian approach to statistics and are able to perform a conjugate Bayesian analysis as well as Bayes inference using MCMC methods.

Subject

- Basic concepts: Bayes' theorem, prior distribution, posterior distribution conjugate analysis
- Bayesian inference: point and interval estimation, hypothesis testing, model choice (marginal likelihood, Bayes factor), Bayesian prediction, posterior predictive model checks, asymptotics
- priors: natural conjugate priors in exponential families, improper priors, Jeffrey's prior
- introduction to MCMC methods: Metropolis Hastings algorithm, Gibbs sampling, data augmentation
- Bayes analysis of statistical models: linear regression models logit and ordinal logit model; finite mixture model, random effects models

Assessment

Written project report

Teaching methods

Lecture, discussion of homework

Required reading

Hoff P.D. (2009). A first course in Bayesian statistical analysis.

Albert J. (2009). Bayesian computation with R.

Robert C. (2007). The Bayesian Choice.

238113 Statistical Learning

Combined Course, 2.00 hours, 4.00 ECTS credits

Tuesday, 10:15 – 11:45 Room: S2 044 From March 6 th to June 26 th , 2018

Lecturer

Assoz. Univ.-Prof.in Dr.in Bettina Grün (Johannes Kepler University, Linz)

Course objectives

Students are familiar with methods for supervised and unsupervised learning.

Subject

- classification methods
- discriminant analysis
- regression trees
- boosting

Assessment

Exam, project

Required reading

Hastie T., Tibshirani R. and Friedman J. (2009). The elements of statistical learning.

238114 Statistical Applications

Seminar, 2.00 hours, 6.00 ECTS credits

Monday, 12:00 – 13:30 Room: S2 044 From March 5 th to June 25 th , 2018
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Lecturer

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

Course objectives

Students practise to acquire knowledge, give a presentation and actively participate in expert discussions in a special field of applied statistics.

Subject

special field of applied statistics, e.g. algebraic statistics, spatial data analysis, machine learning.

Assessment

presentations by students

Required reading

will be announced each semester

OTHER COURSES – MASTER LEVEL

232410 Current Topics in Web Sciences: Digitizing Human Life

Seminar, 1.00 hours, 1.50 ECTS credits, Recommended semester: 3rd and higher,

Friday, March 16,	10:15 – 12:45	room: BA 9908	Full course attendance is required
Saturday, April 14	11:00 – 12:45,	room: BA 9908	
Friday, April 20,	10:15 – 14:30	room: BA 9908	
Friday, May 25,	10:15 – 14:30	room: BA 9908	

Lecturer

Mag.^a Fabiola Gattringer

Entry Requirements

No entry requirements.

Course aims

- to raise awareness for current trends in digitizing human life
- to provide an overview of digitizing trends in society, academia, and governance
- to discuss the advantages and disadvantages of quantification and evaluation endeavours
- to encourage critical thinking through discussions and active participation

Course content

- Quantification of human life
- Evaluation of (social) digital traces
- Gamification
- Digital health care

Assessment / Examination

▪ Active in-class participation (discussions, quizzes, exercises, feedback)	▪ Presentation in class
▪ Preparation of literature for each session	

Literature

Changing selection of current articles

249145 Special Topics in Finance - Valuation

Intensifying Course, 1.00 hour, 1.50 ECTS credits, weekly

Monday, May 7,	08:30 – 17:00	room: KEP 1
Wednesday, May 9,	08:30 – 15:15	room: tba
Wednesday, May 23,	15:30 – 18:00,	room: HS 16

Lecturer

Guy Parmentier BSc, (Karel de Grote Hogeschool, Antwerp, Belgium)

Entry requirements

Good knowledge in Corporate Finance, Managerial Accounting and interest in firm valuation.

Course objectives

Students will gain a thorough understanding on the concept and issues of approaches to business valuation. Students are able to apply the acquired knowledge in the evaluation of companies.

Content

The course focuses on procedures for the evaluation of companies. Business reviews must be carried out continuously in practice, for example. For projects, investment decisions or M&A-transactions. The review is the basis for decision-making in business.

590000 Lecture: Circular Economy 1: Innovation, Design and Quality Perspectives (M1 – Master Program 1st Year, Doctorate/PhD)

Lecture, 2.00 hours, 3.00 ECTS credits, Spring

Wednesday,	15:30 – 17:00	Room: S2 044
From March 7 th to June 27 th , 2018		

Lecturer

Prof. Dr. Erik Hansen (Johannes Kepler University, Linz, Institute for Integrated Quality Design (IQD))

Course objectives

The Circular Economy (CE) is a new vision covering the multiple levels of economies, organizations and individuals (as well as the societies they are embedded in) by addressing several of today's challenges. Such challenges include resource scarceness (e.g. critical materials), environmental pollution and degradation (e.g. climate change, loss of biodiversity, unhealthy products) and the increasing dependency on ever increasing production quantities (and related resource usage) for safeguarding (national) employment levels. The CE proposes a value creation architecture based on material flows circulating either in biological cycles (e.g. biodegradable products) or technical cycles (e.g. reuse, refurbishing, repairing, recycling of products and materials) ultimately aiming at higher resource efficiency, decreased dependency on external inputs and significant increase of regional job opportunities in the service sector (e.g. repair, refurbishing). Furthermore, product sharing (e.g. carsharing) is considered an additional strategy for using existing resources more intensively.

Against this background, this lecture will look at the implications of the CE for product and service development strategies (e.g. design-for-circularity, product take-back strategies), quality design and management (e.g. trade-offs such as lightweight-design vs. reparability; quality criteria for cycled materials and products) and firm's business models (e.g. transformation from product sales to product-service-systems approach).

Course concept**PART I: FOUNDATIONS OF THE CIRCULAR ECONOMY**

- Introduction
- Basic environmental strategies: efficiency, consistency, sufficiency

PART II: LOOPS IN THE CIRCULAR ECONOMY

- Biological and technical cycles (cradle-to-cradle)
- Technical cycles: Reuse, Refurbish, Remanufacture, Recycle (4R)
- Product sharing as means of increased technology utilization

PART III: PRODUCT-SERVICE-SYSTEM DESIGN FOR THE CE

- Circular design I: Life-cycle approach
- Circular design II: Design strategies using the Eco-design Strategy Wheel
- Product-Service Systems and new business models
- Quality and certification systems
- Summary, Outlook, Evaluation results

Grading

To be announced.

Required reading

To be announced.

Map of JKU Campus



Auditoriums (Hörsaal – HS):

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

Abbreviation of Buildings:

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