

GLOBAL BUSINESS PROGRAM

FALL TERM 2013



Department of Management

- Banking and Insurance Industry (Bachelor)
- Business in Emerging Markets (Master)
- Health Management in Tourism (Bachelor)
- Health Management in Tourism (Master)
- International Hospitality and Spa Management (Master)
- Industrial Management (Bachelor)
- International Industrial Management (Master)
- International Management (Bachelor)
- MSc European Project & Public Management (Postgraduate Course)
- MSc International Supply Management (Postgraduate Course)



FH-Prof. Dr. Doris Kiendl-Wendner, LL.M.
Chair, Institute of International Management

INSTITUTE OF INTERNATIONAL MANAGEMENT MESSAGE FROM THE CHAIR

The Global Business Program was introduced in 2003 at the Institute of International Management at FH JOANNEUM by Prof. Dr. Gerhard Apfelthaler, the chair of the Department of International Management from 2001 to 2009. Word about this program spread quickly and the Global Business Program has in the meantime become known and is attractive for many incoming exchange students from our partner universities. We are very thankful to Dr. Apfelthaler for the excellent development of this study program and we will give our best to continue the Global Business Program in the spirit of its originator.

In the meantime, the Global Business Program has been widened into the Department of Management. In cooperation with

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the department has been offering more than 13 courses each term. We are proud to provide our incoming students with such a wide variety of seminars and lectures in the field of International Business taught by distinguished international faculty.

The fascinating experience of the Global Business Program originates from the big diversity of both the professors and the participating students. Austrian students together with exchange students from Australia, Azerbaijan, Belgium, Brazil, Bulgaria, Canada, Croatia, Chile, China, Columbia, Ethiopia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Korea, Mexico, Netherlands, Norway, Pakistan, Russia, Singapore, Slovenia, Sweden, Taiwan, Thailand, and the United States have been involved in the Global Business Program. This diversity creates a challenge for all professors teaching in the program. At the same time, it enables all participants to enter into discussions with colleagues from different cultural, political, social and academic backgrounds. Thus, the Global Business Program is a unique opportunity for all participants to obtain and further develop cross-cultural competences while following a business course.

It is our aim to provide a program of excellent academic quality. In addition, we want to make the study abroad term a pleasant and indeed unforgettable experience for all participants. Therefore, we offer cultural events and support our exchange students in integrating into our university life. The Global Business Program also includes German courses at different levels and courses in Austrian and European culture. We are convinced that the high academic standard of the lectures combined with personal coaching and peer group support create the best learning environment for our students.

I wish all participants in the Global Business Program a successful stay in Graz!

FH-Prof. Dr. Doris Kiendl-Wendner, LL.M.
Chair, Institute of International Management

THE GLOBAL BUSINESS PROGRAM IN BRIEF

The Institute of International Management at FH JOANNEUM currently maintains comprehensive cooperation agreements with about 60 universities around the globe. Most of these agreements have international student exchanges at their cores. The Institute of International Management acknowledges the special needs of incoming foreign exchange students and therefore has designed a program that meets their specific needs - the GLOBAL BUSINESS PROGRAM (GBP). The GBP is:

- International and cross-cultural (as you'll be studying with Austrian and many international students from various countries. In addition, its courses are instructed by faculty members of the Department of International Management and selected visiting professors from prestigious foreign universities);
- Entirely in English (and thus gives you the advantage of being able to study in English while living in a German-speaking environment);
- Fully modular (as each course is instructed over a period of 2x1 or 1x2 weeks);
- Completely flexible (as it allows you to enter and leave the program at practically any time of your own choice).

On the following pages, you will find descriptions of all courses taught in the GBP in the fall term 2013/2014.

The Global Business Program, especially designed for our incoming students, has been developed within the Bachelor Degree Program on International Management (MIG, short for the German "Management internationaler Geschäftsprozesse").

For more information on how to become an exchange student and how to enter the GBP, please contact the international office at your home university or any of the contacts listed in the back of this brochure.

DEPARTMENT OF MANAGEMENT

The Department of Management engages intensively in teaching and research. The study programs within the Department offer **Undergraduate and Graduate education** in the following areas:

- Banking and Insurance
- Health Management in Tourism
- Industrial Management
- International Management

In research, we focus on **applied R&D in international business management, financial and industrial management and health and tourism management**. Over the last years, we have been conducting applied projects related to topics such as

- International Market Entry Strategies
- Entrepreneurship
- Employability
- Quality in Higher Education
- Supply Management and Logistics
- Processes and Enterprise Resource Planning (ERP)
- Industrial Engineering
- Controlling
- Service Engineering
- International Financial Markets
- Asset and Risk Management
- Financial Literacy
- Public Health
- Sustainability
- Health tourism
- Spa Management

In addition, we are committed to **lifelong learning**. Thus, we offer tailor made seminars and even part time Master programs in the following fields:

- International Spa and Hospitality Management
- Supply Chain Management
- European Project and Public Management

For more information please visit our website at

http://www.fh-joanneum.at/aw/home/Studienangebot_Uebersicht/-cncc/dma/?lan=en

WHAT STUDENTS SAY ABOUT THE GLOBAL BUSINESS PROGRAM



“The Global Business Program is an amazing international experience that gave me the opportunity to be in touch with people from the whole world, learning about different cultures, perspectives and is mind blowing. It is very easy to make friends and at the end of the GBP, we emerge as closely knitted as family members. The university staff is very friendly and always readily available to help us. Studying abroad helps one to grow not only professionally but also personally.”

Andrea Lopez,
student from Mexico



“If you’re thinking about coming to Graz, don’t think twice. Being an exchange student in this city is an adventure! You can find innumerable magical places that will make you think and live in a different way that you’re used to. The experience of meeting people from all around the world has changed me as a person, getting to know them and sharing important events and feelings and also breaking the existent language and cultural barriers are definitely a worthy experience as a student.”

Francisco Travassos,
student from Portugal



“A cultural challenge, an intellectual opportunity, a change with a lifetime impact – this is the Global Business Program at FH JOANNEUM, Graz. The courses in the program provided me with the unique chance to discover new worlds by meeting students from more than 30 countries, as well as prominent lecturers from leading business universities. I am impressed by the perfect organization of the program, and the warm attitude and true support of the academic experts at the Department. I will strongly recommend the program and the university to all my friends and colleagues in Bulgaria.”

Plamena Mihova,
student from Bulgaria



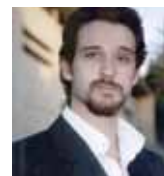
“Spending a semester in Graz has been probably the most rewarding experience of my life! I was not the same when I came back to France. In the Global Business Program, there are so many students from different countries - Graz is the place for mixing cultures! FH JOANNEUM is really a pleasant place to study; the city is beautiful and there is always something to do or to visit, on foot or by bicycle. Moreover, Graz is in the heart of Europe, which makes travelling through all over Europe easy. If you have the opportunity to study in Graz, do it, it is definitely worth it! You will have probably one of the best experiences of your life, if it’s not the best!”

Christophe Deneulin,
student from France



“Unlike most of the other European universities, FH JOANNEUM is in a small but quaint city with an amazing culture and people in it. The many classes are structured flexibly so that the program caters for us – the exchange students. Most importantly, the program has allowed the entire group to be so integrated that the friendships made will definitely last for a lifetime.”

Merrylyn Yeo,
student from Singapore



“Being able to spend a GBP semester at FH JOANNEUM is an experience I’ll never forget; being immersed in a truly multicultural environment, surrounded by great people from all over the globe, in a stunning city like Graz. Professors excel at what they do, giving lectures with a broader perspective. Graz may be a small city, but it’s full of new things you can’t miss!”

Christian Szita Szánthó,
student from Chile

GLOBAL BUSINESS PROGRAM TIMETABLE FALL TERM 2013

Global Business Program Fall Term 2013						
No	From	To	Professor	Course	ECTS	Remark
1	Sep. 30	Oct. 04	Apfelthaler	Cross - Cultural Organizational Behaviour and Management	5	Part 1
2	Oct. 07	Oct. 11	Stewart	Financial Markets: An International Perspective	5	Part 1
2	Oct. 14	Oct. 18	Stewart	Financial Markets: An International Perspective		Part 2
3	Oct. 21	Oct. 25	Zoubir	Negotiating for International Business	5	Part 1
3	Oct. 28	Nov. 02	Zoubir	Negotiating for International Business		national holiday on Friday, Nov. 1, Part 2
4	Nov. 04	Nov. 08	Wang	The Chinese Business and Management	2.5	one week course
5	Nov. 11	Nov. 15	Petrin	International Business Law	5	Part 1
1	Nov. 18	Nov. 22	Beinhauer	Cross - Cultural Organizational Behaviour and Management	5	Part 2
5	Nov. 25	Nov. 29	Petrin	International Business Law	5	Part 2
6	Dec. 02	Dec. 06	Mc Andrew	Information Technology for International Business	5	Part 1
6	Dec. 09	Dec. 13	Mc Andrew	Information Technology for International Business		Part 2
7	Dec. 16	Dec. 20	Ramirez	Latin American Business Development	2.5	one week course
	Dec. 21	Jan. 06	Christmas Holidays			
8	Jan. 07	Jan. 11	Rogan	International Consumer Behaviour	5	Part 1
8	Jan. 13	Jan. 17	Bilgin	International Consumer Behaviour		Part 2
9	Jan. 20	Jan. 24	Gusenbauer	International Market Entry Strategies	5	Part 1
9	Jan. 27	Jan. 31	Gusenbauer	International Market Entry Strategies		Part 2
10	Oct. 18, Oct. 25 , Nov. 08		Palan	Psychology and Financial Markets	1.5	afternoon's course



Instructor
Dr. Gerhard Apfelthaler



Instructor
Mag. Rupert Beinhauer

CROSS - CULTURAL MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Gerhard Apfelthaler is professor in International Business and the Associate Dean for Graduate Programs at the School of Management at California Lutheran University in Thousand Oaks, California (United States), a senior partner at AT Consult (Vienna, Austria and New York, USA), and a founding shareholder and Executive Advisor at CURE Pharmaceutical (USA). Previously he was the Chair of the Department of International Management at FH Joanneum University of Applied Sciences in Graz (Austria), Commercial Counsellor at the Austrian Embassies in Los Angeles and Singapore, Dean of International Business Studies at FHS Kufstein Tirol (Austria) among others. He has studied at universities in Austria, Taiwan, and Los Angeles. Gerhard Apfelthaler has published several books as well as articles in leading academic journals including Industrial Marketing Management, the Journal of World Business, the Journal of Small Business Management, and many others. He is also a co-founder and the Associate Editor for the European Journal of International Management.

Rupert Beinhauer is R&D manager and lecturer at the Department of International Management at FH JOANNEUM and works as a part-time freelance lecturer and trainer developing workshops and seminars. He is lecturing on intercultural Management, Diversity Management, and Project Management topics. He is involved in several international educational projects (including various topics like quality in higher education and intercultural communication and management) providing scientific input and coordinative tasks in a number of multinational research teams. He is constantly developing new project proposals, applications, and curricula. Currently he is writing his doctoral thesis in the field of leadership potential analysis.

Course description:

This course is designed to equip students with knowledge and skills that they need in order to communicate and manage effectively in different cultural contexts around the world. The course is experimental as it lets students explore and explain cross-cultural differences through visual cultural artifacts - comics, cartoons, feature film, and advertising. Students will study villains and heroes important to different cultures and will learn to understand and analyze the importance of implicit and explicit norms, values and roles connected to everyday and business life. They will learn to cope with different cultural standards and to adequately handle them. Students will work on projects using artifacts from their own home countries, which will then be analyzed and discussed in the context of several cross-cultural studies including those of Hofstede, Trompenaars, Hall, or the GLOBE studies.

At the end of the course, students will have learned how to discover cultural principles through everyday artifacts and how to deal with diversity in individual and organizational behavior using simple interpretive methods.

Prerequisites:

None

Course objectives:

- To develop an appreciation of cultural differences which businesses encounter in international business environments.
- To understand how cultures can be empirically compared along various cultural dimensions.
- To acquire field-specific knowledge of the impact of cultural differences on selected business areas.
- To learn skills related to the formulation of strategies and tactics to cope with cultural differences in individual and group interactions.
- To be able to understand and analyze cultural standards and to adequately cope with them.
- To refine of written and oral communication skills.
- To enhance the ability to think creatively and critically.

Dates:

Sep. 30 - Oct. 04 and Nov. 18 - Nov. 22, 2013

Literature and Supplemental Materials:

- Hofstede, G. (2001) Culture's Consequences. Comparing Values, Behavior, Institutions, and Organizations Across Nations. 2nd edition. Thousand Oaks/London/New Delhi:Sage.
- House, R. J., Hanges, P. J, Javidan, M. & Dorfman, P. (2004). Culture, Leadership and Organizations. The GLOBE Study of 62 Societies. Thousand Oaks: Sage.
- Trompenaars, Fons and Hampden-Turner, Charles (2012). Riding the Waves of Culture. New York: McGraw-Hill, 3rd edition.
- Trompenaars, F., Belbin M., Hampden-Turner, C., Woolliams, P., Dumetz,J., Tournand, J., Schmitz J., Covey, S., Saginova, O., Foster, D., (2012). Cross-Cultural Management Textbook.
- Leipzig: Amazon Distribution.

Didactic conception:

- Self-study: Preparation in self-study by students before lecture to become familiar with new material and to stimulate thinking, generate ideas and questions.
- Lecture: Presentation of topics in class by instructor using narrated Power Point slides.
- Student-instructor Interaction: Discussion of selected questions, finding of examples, answering of questions, direct interaction between student and instructor.
- Practice and Application: Preparation of short assignments by students before class, deepening of concepts in discussion. final project / presentation.

Evaluation criteria:

1. Attendance and participation (20 %)
2. Final project presentation (30 %)
3. Final project paper (50 %)



Instructor
James Stewart, MCom

FINANCIAL MARKETS: AN INTERNATIONAL PERSPECTIVE

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

James Stewart is a graduate from the University of Auckland. He holds a Bachelor of Commerce degree and a Master's degree in Economics. He is a senior lecturer in Economics at the Department of Accounting and Finance, at Unitec Institute of Technology, located in Auckland, New Zealand. He has also taught economics in the United States and the United Kingdom. For the past ten years he has facilitated workshops for the New Zealand Institute of Chartered Accountants (NZICA) Professional Accounting School. He is a member of the New Zealand Association of Economists (NZAE) and the International Institute for Fisheries Economics and Trade (IIFET). His current research focus is the impact of the New Zealand Fisheries Quota Management System on the structure of the industry, the small fisher and resource sustainability. He has had his research published in the leading Marine Policy journal and has provided research services for the New Zealand Ministry for Primary Industries. He is author of a popular Economics textbook, currently in its 5th edition and prescribed for economics students in New Zealand and the Pacific.

Course description:

An economy's long term economic growth is dependent on a number of key factors, one of the most important of these being a stable financial system. The financial system consists of a variety of institutions which operate in financial markets under the supervision and surveillance of regulatory agencies. Together they provide the link between savings and investment – the essential conduit for both the domestic and global economic performance. Defects in this system stunt economic growth and may have serious long term consequences.

Prerequisites:

None

Course objectives:

This course investigates:

- The structure, role and operation of key financial markets
- The causes and consequences of financial instability
- Case studies of contemporary financial crises
- Foreign exchange markets and international financial stability
- The role of monetary policy and central monetary authorities in financial markets

Dates:

Oct. 07 – Oct. 11 and Oct. 14 – Oct. 18, 2013

Literature and Supplemental Materials:

Frederic S. Mishkin, The Economics of Money, Banking and Financial Markets, Tenth Edition (Global Edition), Pearson 2013.

Didactic conception:

- Critical thinking
- Analytical problem solving
- Synthesis of information
- Integration of ideas

Evaluation criteria:

Research essay on contemporary developments in Financial Markets, and final examination.



Instructor

Yahia H. Zoubir, PhD.

INTERNATIONAL NEGOTIATIONS

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Dr. Yahia H. Zoubir is Professor of International Relations and International Management, and Director of Research in Geopolitics at the Kedge Business School (formerly EUROMED MANAGEMENT), Marseille, France. Dr. Zoubir has taught in China, Belgium, Mexico, Iran, Austria, Germany, Algeria, Switzerland, the United States and France, where he has lived for many years. He has been an international consultant in Cross Cultural Communication and International Negotiations for major corporations, such as SAFRAN/AVIC (France/China), EUROCOPTER, Honeywell, Motorola, the Boeing Company, Kempinski Hotels, Phelps Dodge, Teleflex (USA), Nutraco (Switzerland), Invensys, Inc., Legrand, Alcatel, OCEOR-Caisse d'Épargne (France), CEMEX (Mexico), and Citicorp (Poland). He has also taught seminars in Cross Cultural Communication and Global Negotiations at the World Trade Centers in Amman, Jordan and in Abu Dhabi, United Arab Emirates, the European Institute for Purchasing Management (France), IPADE (Mexico), École Management Lyon, Reims Management School, ESC Grenoble (France), École Hôtelière de Lausanne (Switzerland); the University of Paderborn, (Germany), the Algerian-Swiss Chamber of Commerce (Algiers, Algeria); the Czech Management Center (Prague, Czech Republic); University of North Florida; and, the University of Ottawa (Canada).

Course description:

This is an interactive course during which we will examine the theory and practice of negotiation, as well as negotiating across cultures. The objective is to provide students with sufficient opportunity to play a part in negotiation sessions (simulations), comprised of pedagogical cases, exercises, and simulations.

Prerequisites:

None

Course objectives:

The main objectives are:

- To understand the nature of negotiation and its various facets
- To understand how personal and cultural value systems influence managers and their perceptions of other groups and individuals
- To acquire the necessary instruments for evaluating the negotiation process
- To improve one's analysis of behavior, motives, and "profile" of others in various cross-cultural settings
- To develop an ability to analyze cross-cultural negotiations and to increase one's skills as an international business negotiator
- To become familiar with and be able to use the various strategies used by effective negotiators
- To learn about the many tactics used in competitive negotiations
- To learn how to prepare successfully for negotiations

Dates:

Oct. 21 - Oct. 25 and Oct. 28 - Nov. 2, 2013

Literature and Supplemental Materials:

Required Book:

- Lewicki, R. A., Bruce Barry, and David Saunders.

Negotiation: Readings, Exercises, and Cases. Sixth Edition, Homewood, Ill: Irwin, 2010.

Recommended Readings:

- Jeswald W. Salacuse. The Global Negotiator. NY: Palgrave/Macmillan, 2003.

- Jeanne M. Brett. Negotiating Globally. San Francisco, CA: Jossey-Bass, 2001.

Didactic conception:

The learning process will be achieved through simulations some of which based on actual cases. Because of the intensity of the course, the format will consist of short, comprehensive lectures and exercises/simulations to illustrate the general principles. Once participants have absorbed the necessary concepts, simulations will prove most helpful in developing negotiating skills. Participants in the program will also discuss simulations viewed in videotapes.

Evaluation criteria:

- Class Participation/Simulation Debriefs: 25%
- Final Group Project: 50%
- Case Analysis: 25%


Instructor

Fuming Wang, PhD.

CHINESE BUSINESS AND MANAGEMENT

ECTS:

2.5 ECTS (one week course)

Instructor Bio:

Fuming Wang was awarded a Master's degree in International Management (MIM) at the American Graduate School of International Management, Phoenix, Arizona, USA, his Bachelor degree in Economics and Business at University of International Business and Economics (UIBE), Beijing, P.R. China. He is a professor at the Business Administration School, UIBE, teaching courses in Project Management, International Business Strategy, Chinese Economy and Management, Doing Business with China, as well as project-based research in related fields. He worked as Associate Dean of Public Administration Faculty Director of World Trade Training and Research Centre, UIBE, and Deputy Secretary-General of the China Multinational Enterprises Research Association. He worked as Director of Australia-China Centre of Economics and Foreign Trade Training from 1997 to 2005. Professor Wang started to take his responsibility as a Coordinator of EU-China Managers Exchange and Training Program in 2006 through 2011. He is a founder and Director of Economic Cooperation and Development Research Centre at UIBE. For many years, he has also been involved in consultation for businesses development strategies. In addition, he has also conducted some international research projects, such as EFTT, Chinese Corporate Governance and National Trade Policy, and Structural Reform.

He is an active organizer of International Conferences including "Corporate Governance" in 2004, "Applied Business Research Seminar" in 2005 and "Challenge, Opportunity and Strategy for International Business" in 2007. He also worked as Co-chair for the "International Conference on Leadership in a Changing World" in June 2011 in Athens to which he was invited as a member of the Panel for the Seminar on "Greece - The Emergence from the Crisis" organized by International Herald Tribune on 16 June 2011 in Greece.

Course description:

The course Chinese Business and Management consist of two parts. The first part examines the Chinese economic development and business environment that provide companies with a good opportunity to enter into the largest market with appropriate strategies at the business-level, corporate level, and international level. The second part is related to the Chinese management system and practice. This course helps students to get a good knowledge and practical skills in Chinese business and management by introducing them to social, political and economic system, driving forces of the economic development, business structure and environment, FDI and market entry strategies, business culture and communication, business negotiation, management system and organizational structure, management practice, decision making, challenges and opportunities for business in China.

Prerequisites:

None

Course objectives:

The course's primary objective is to introduce students to the Chinese economic development and potential opportunities for business as well as a good knowledge of the Chinese business management. It helps companies to choose appropriate strategies to do their business with China and to implement their international strategies under corporate and international framework.

Students are expected to develop the ability to:

- understand the Chinese business environment;
- build on the specific, functionally-oriented knowledge about the Chinese management;
- apply the critical thinking skills required to analyze complex business situations and implement practical responses at corporate and international levels ; and,
- meet the challenges and grasp opportunities to do business with China, through which corporate competitiveness could be developed in globally -changing world.

Dates:

Nov. 04 - Nov. 08, 2013

Literature and Supplemental Materials:

Information to be provided by instructor at beginning of the course.

Didactic conception:

- Lecture
- Discussion and participation
- Case study
- Presentation
- Group Project

Evaluation criteria:

1. 20% for class participation
2. 20% for a case study report
3. 20% for presentation of group project
4. 40% for individual paper



Instructor

Lorenzo Petrin B.A. Econ, J.D.

INTERNATIONAL BUSINESS LAW

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Lorenzo Petrin is a Business Law and Globalization Instructor at Mount Royal University in Calgary, Alberta, Canada. He holds a Juris Doctor from the University of Alberta and a B.A Economics, from the University of Calgary. Lorenzo has taught in the areas of Justice Studies, Business Law, Communities/Societies and Globalization. He has worked as an economist on energy projects and internationally on public - private, redevelopment projects. His consulting includes advisory on merger, acquisition & joint ventures in the telecommunications, technology and hydrogen power industries.

Course description:

This course covers international business law from multiple legal and business perspectives. Comparative legal theory will be examined, namely Civil and Common Law systems. The relevance of legal jurisdiction and its role in the effectiveness of international law, will be introduced. Specific topics may include Torts, Contracts, Intellectual Property Law, Dispute Settlement and Competition Policy.

Prerequisites:

None

Course objectives:

- develop legal problem solving skills
- knowledge of Civil and Common Law systems
- business implications of international legal transactions
- economic impacts of Completion Law

Dates:

Nov. 11 - Nov. 15 and Nov. 25 - Nov. 29, 2013

Literature and Supplemental Materials:

Information to be provided by instructor at beginning of the course.

Didactic conception:

Information to be provided by instructor at beginning of the course.

Evaluation criteria:

Examinations and assignments.



Instructor

Richard Mc Andrew, Bacc.

INFORMATION TECHNOLOGY FOR INTERNATIONAL BUSINESS

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Richard McAndrew, Executive-in-Residence at California Lutheran University (CLU) has been providing technology and leadership education for over 20 years. In 1995, he designed CLU's Information Technology Management Program for the graduate School of Business. Additionally, for over 10 years Richard has been adjunct faculty at FH Joanneum University in Graz Austria and INSEEC University in Lyon France where he lectures in both International Business, International Negotiations, HR Leadership and Information Technology at the graduate and undergraduate level.

Prior to CLU, Richard spent 11 years at Dun & Bradstreet Software (DBS) as a Vice President and Regional Manager. DBS provides Global Enterprise Application solutions to Fortune 1000 companies. His responsibilities included sales, professional services, implementation support & operations. During Richard's technology career he has had responsibilities for over 400 large-scale software implementations for major global corporations.

Richard makes his home in Maui, Hawaii. When he is home he provides "The Leadership Workshop Series" for local companies thru his company Pacific Business Methods. Richard created this certification program to provide tomorrow's leaders with the "soft skills" for career success.

Course description:

In today's dynamic and competitive economy, the ability of an enterprise to effectively leverage existing and emerging information technology is a critical success factor in gaining and sustaining a strategic advantage. The focus of this class is a "business" view of Information technology. The course presents management concepts that lead to an understanding of information technology and its role within the enterprise. The challenges of transitioning from legacy technology and business practices to new technology and reengineered business practices will be examined. The course also reviews how to build consensus among business and technology professionals using modern approaches to strategic planning, business process reengineering and system development. Utilizing case studies, the student will apply theory and practice.

Prerequisites:

None

Course objectives:

- To understand information technology concepts, methods and terminology.
- To be able to depict & understand various application & integration architectures.
- To understand the strategic factors of both legacy systems and new technology.
- To be knowledgeable about IT organizational structures and the role of the CIO.
- To experience and practice methods for the collaborative design of business solutions.
- To provide an understanding of the methods employed to successfully design, build and implement information systems that support the enterprise.
- To be able to understand the role of information technology in the design of new streamlined business processes.
- To understand the nature and structure of business data that can provide critical information for strategic and tactical decision making.

Dates:

Dec. 02 – Dec. 06 and Dec. 09 – Dec. 13, 2013

Literature and Supplemental Materials:

Information to be provided by instructor at beginning of the course.

Didactic conception:

This course follows an integrated concept combining lecture & practice components as well as a class project:

- Lecture
 - Preparation in self-study by students before lecture to become familiar with new material and to stimulate thinking, generate ideas and questions.
 - Presentation of topics in class by instructor.
 - Discussion of selected questions, finding of examples, answering of questions etc. in class.
- Practice
 - Preparation of short assignments (exercises or cases) by students before class.

- Presentation and discussion of results in class by students.
- Deepening of concepts in discussion.

- Class Project
- Team research project on a selected topic.
- Development of a team project plan to support research effort.
- Selection, presentation & discussion on current I.T. Article.
- Analysis & design of relational data schema.

Evaluation criteria:

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment requires a different set of knowledge, skills and abilities:

- Team projects
- Team Presentation
- Team or Individual Research Paper
- Team Case Study
- Individual Essay
- Final Exam



Instructor
Dr. Jacobo Ramirez

LATIN AMERICAN BUSINESS DEVELOPMENT

ECTS:

2.5 ECTS (one week course)

Instructor Bio:

Jacobo Ramirez is an Assistant Professor in Latin American Business Development at the Department of Intercultural Communication and Management (ICM), Copenhagen Business School (CBS) Denmark. Dr. Ramirez received his doctoral degree in Business Administration from the School of Management at Newcastle upon Tyne University, England. e-mail: jra.ikl@cbs.dk

Course description:

The Latin American and Caribbean (LAC) countries are the highlights in diverse areas, such as economy, political, social and human developments. One of the highlights is the economic growth that most of the LAC countries have shown in the midst of the global financial crises. In this course we will discuss the implications of the emerging economies from LAC to the global economy, business development and in particular to MNCs.

We will analyse and compare the LAC's regional economic integration –the different free-trade agreements. We will discuss the impact of the social-movements in LAC that might challenge the neoliberal policies implemented towards LAC's trade liberalisation and economic reforms. These reflections will set the ground to present and discuss the business development in LAC. In particular this course will draw the student's attention to the internationalisation strategy of the Global Latinas & Miltilatinas. In particular: Why have LAC firms emerged and expanded beyond their own regional markets? What strategies did the Global Latinas adopt to expand their operations? What are Global Latinas' unique characteristics (especially regarding their business model, strategy and operations) that differentiate them from MNCs from developed economies?

Prerequisite:

None

Course objectives:

- Develop understanding of the LAC's Phases of Economic Development from the primary-export led to the neoliberal model.
- Convey to students of the importance of LAC in the global economy.
- Develop enhanced knowledge and awareness of the importance of national differences for business development in LAC region.
- Discuss the implications of the Global Latinas & Miltilatinas to the global economy and in particular to MNCs.

Dates:

Dec. 16 – Dec. 20, 2013

Literature and Supplemental Materials:

- Casanova, L. (2009) Introduction: The Emergence of the Global Latinas, New York: Palgrave Macmillan, pp: 1-25.
- Baier, S. L.; Bergstrand, J. H. & Vidal, E. (2007) Free Trade Agreements in the Americas: Are the Trade Effects Larger than Anticipated? *The World Economy*, 30(9), pp: 1347-1377 (compulsory reading pages: 1347-1350).
- Faria, A.; Ibarra-Colado, E. and Guedes, A. (2010) Internationalization of management, neoliberalism and the Latin America challenges, *Critical perspectives on international business*, Vol. 6, No. 3/4, pp: 97-115.
- Stahler-Sholk, R. & Vanden, H. E. (2011) A Second Look at Latin America Social Movements: Globalizing Resistance to the Neoliberal Paradigm, *Latin America Perspectives*, 38(5), pp: 5-13 (9 p).

Case studies and supplementary literature will be provided by the course instructor.

Didactic conception:

A combination of different learning techniques such as Case Study Analysis, Quizzes and, Think & Write Exercises. The format and schedule for the submission of these activities will be posted on "Moodle".

Evaluation criteria:

Information to be posted on "Moodle".



Instructor

Donal Rogan, B. Comm., MBS



Instructor

Dr. Zeynep F. Bilgin

INTERNATIONAL CONSUMER BEHAVIOUR

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Donal Rogan is senior lecturer in marketing at the Institute of Technology, Tallaght, Dublin, Ireland. He has held a number of marketing management positions with firms including Agfa Gevaert, the Irish Tourism marketing organisation and Irish Rail. His research interests are in consumer acculturation. The fourth edition of his text book, *Marketing: An Introduction for Students in Ireland* was published in May 2011.

F. Zeynep Bilgin is professor in international marketing and consumer behaviour. She holds a PhD degree from Bogazici University with a major in marketing and minor in organizational behaviour. She worked on her PhD thesis at the Hamburg University based on a DAAD scholarship. Lecturing at Marmara University for 22 years, Prof. Bilgin has been the Chair for Marketing Sub-department for the last 3 years. Prof. Bilgin is also part time visiting professor at Johannes Kepler University, Linz. Prof. Bilgin also lectured in the USA. Other international lecturing experience is in Spain, Slovenia, and Germany. Her publications focus on emerging markets, internationalization, marketing ethics and culture of consumer behaviour, and new trends in marketing. Several articles were published in academic journals such as *Scientometrics*, *Thunderbird International Business Review*, *The International Journal of Marketing*, *Journal of Business and Management*, *International Journal of Service Industry Management*, *Tourism Analysis* and *Case Research Journal*.

Course description:

This course is for international business students with managerial focus to understand the international target markets, analysing the reasons behind the different types of consumer interest as to avoid mistakes and be able to develop and recommend relevant marketing strategies for international markets' consumers

Prerequisites:

Having taken the following courses helps to understand the material better:

- Cross Cultural Communication
- Marketing Management
- Introduction to Psychology

Course objectives:

Global / transnational focus on world markets necessitates a new understanding of the buyers. The consumers in different markets reflect differences in their needs and wants. Hence the objectives of the course are:

- to detect the difference in preferences and buying habits of consumers in various markets;
- to shape a competitive market understanding
- to analyze the external environment - family, culture, social class - influencing and shaping the expectations;
- to learn about the internal factors - motivations and involvement, personality and lifestyle, perceptions and country of origin - affecting the decision making
- to focus on the international segmentation and strategy development

Dates:

Jan. 07 - Jan. 11 and Jan. 13 - Jan. 17, 2014

Literature and Supplemental Materials:

- Power Point Course Material Presentations
- Bilgin, F. Zeynep (2013), *International Consumer Behavior Course Notes*
- Samli, A. Coskun, (2013), *International Consumer Behavior in the 21st Century, Impact on Marketing Strategy Development*, Springer Verlag. ISBN: 978-1-4614-5124-2
- De Mooij, Marieke K. (2011), *Consumer Behavior and Culture: Consequences for Global Marketing and Advertising*, 2nd ed., Sage Publications

Didactic conception:

- Self-study: before the students come to the lectures they are advised to read the material relevant for the program of the day. Familiarity with the content increases the stimulation and creative thinking during the class hours.
- Lecture: Presentation of topics in class by instructor using power point slides.
- Student-instructor Interaction: Discussion of small in class group studies.
- Practice and Application: Preparation of case studies by the students and their presentation and discussion.

Evaluation criteria:

Students will be evaluated based on the following:

1. Two group presentations of assigned case studies (30 %)
2. Two group discussions of assigned case studies (30 %)
3. In class individual or group work (10 %)
4. Exam - multiple choice questions based knowledge test (30 %)
5. Participation in class discussions (upgrades you when you are between two grades)



Instructor
Dr. Birgit Gusenbauer

INTERNATIONAL MARKET ENTRY STRATEGIES

ECTS:

5 ECTS (Part 1 and Part 2)

Instructor Bio:

Before starting her studies, **Birgit Gusenbauer** gained work experience throughout Europe and United States. During her studies in 'International Business' at the FHS Kufstein, Austria and Dublin Institute of Technology, Ireland she specialized on 'International Finance'.

Afterwards she worked for several years in the financial industry. In the course of her job at Skandia, an international insurance-company – specialized in unit-linked products, she took responsibility for two market entries in CEE. While working for Skandia, she received her doctoral degree at the Vienna University of Economics with distinction and has received several awards from various institutions. Her research activities focus on behavioral economics.

Course description:

At the end of this course 'International Market Entry Strategies' the students will be able to:

- examine the meaning and relevance of internationalization theories
- discuss different problems, complexities and threats with an international strategy
- identify the factors that influence a firms choice of entry mode
- approach international strategic issues from a scientific point of view
- apply their knowledge and discuss different case studies

The theoretical part at the beginning of this course will give the students a sound understanding of the motives for an international market entry strategy. This knowledge will be accompanied and extended by scientific research, discussions and a field trip to a Styrian company. Finally the students will put their theoretical knowledge on international market entry strategies into practice by reflecting different case studies.

Prerequisites:

None

Course objectives:

Learning outcomes in terms of knowledge:

- Theories of International Business
- Understand internationalization theories
- Examine critical those theories
- Apply internationalization theories on different strategies
- International Market Entry Modes
- Identify and analyze factors that influence a firms choice of entry mode (Macroeconomic-, industry- and competitor analysis)
- Explore important entry modes
- Explain the advantages and disadvantages of the different modes to enter a foreign market

Learning outcomes in terms of skills and competences:

1. Ability to work in teams (group work)
2. Capability to understand the different strategic concepts
3. Critical thinking
4. Research skills (scientific research, data research)
5. Ability to apply different concepts

Dates:

Jan. 20 – Jan. 24 and Jan. 27 – Jan. 31, 2014

Literature and Supplemental Materials:

Course material is available in the library or on Moodle. Literature used in class:

- PM - Peng, Mike; Meyer, Klaus (2011): International Business, Cengage, London
- CKR- Cavusgil, Salih T.; Knight, Gary; Riesenberger, John R (2011): International Business – Strategy, Management and the New Realities, Pearson Prentice Hill, Upper Saddle River
- H - Hill, Charles (2009): International Business, McGraw Hill, Boston
- ZKC – Zou, Shaoming; Kim, Daekwan; Cavusgil, Tamer (2009): Export Marketing Strategy – Tactics and Skills that work; Business Expert Press, New York

Didactic conception:

The course is based on a blended learning approach

- Group work on case studies
- Q & A - Sessions
- Quiz
- Results-Presentation
- Field-Trip to

Evaluation criteria:

1. Class Contribution
2. Case Study Presentation
3. Case - Study Report
4. Exam



Instructor
Stefan Palan

PSYCHOLOGY AND FINANCIAL MARKETS

ECTS:

1.5 ECTS

Instructor Bio:

Stefan Palan completed his doctorate in business administration at the Karl-Franzens-University Graz in 2008. He was promoted to Assistant Professor in 2009 and has since published a number of research articles studying market design and efficiency. Stefan Palan is an expert on experimental economic research and is currently on a two-year research stay at the University of Innsbruck. He has supervised more than 40 scientific theses and has taught more than 40 courses in bachelor, master and MBA programmes.

Course description:

The course will cover the following topics:

- Risk and time preferences (utility theory, prospect theory)
- Social preferences
- Behavioral anomalies (common deviations from rationality)
- Behavioral economic research using experiments

Prerequisites:

none

Course objectives:

After the course, students will have a solid understanding of the outlines of the classical theories of decision-making in economics (expected utility theory, prospect theory). They will furthermore be familiar with regularly observed real-world departures from these predictions. Finally, they will have gained some understanding of the state of the scientific efforts to model and explain human behavior in a business and economic context.

Dates:

Oct. 18, Oct. 25 and Nov. 08, 2013 (afternoons)

Literature and Supplemental Materials:

Ackert, L. F./Deaves, R., Behavioral Finance – Psychology, Decision-Making, and Markets, South-Western, Mason, 2010.

Didactic conception:

Information to be provided by instructor at beginning of the course.

Evaluation criteria:

Information to be provided by instructor at beginning of the course.

GLOBAL BUSINESS PROGRAM GERMAN AS A FOREIGN LANGUAGE AND SPECIAL COURSES SPRING 2013

German courses are available for exchanges students from all degree programs at FH JOANNEUM. Apart from the courses, we also offer film evenings, visits to the opera and excursions to give you a cultural insight into your host country. In addition, we also offer the possibility of ÖSD (German Language Diploma) examinations.

German as a Foreign Language at FH JOANNEUM stands for...

- ... courses with a focus on communication, integrated into a well-balanced course system: basic courses (focus on grammar), skills courses (training in reading and writing, listening comprehension, speaking), extra courses (culture and civilisation, ÖSD examination training)
- ... a placement test, specially developed in line with the curriculum
- ... intensive preparation for the Austrian ÖSD language diploma at no extra charge
- ... action-oriented grammar learning, adjusted to all knowledge levels
- ... hands-on learning, integrating topical issues relevant to study (e.g. CV and application writing etc.)
- ... small learning groups
- ... individual support and help
- ... motivated and qualified lecturers experienced in university level teaching
- ... effective up-to-date teaching material that is tailored to the special requirements of university level language learners
- ... an open and culturally varied environment (with people from some 30 different countries)
- ... an intercultural focus: courses on culture and civilisation, tandem learning schemes and visits to opera and film ensure valuable and stimulating exchanges between international and Austrian students.

GLOBAL BUSINESS PROGRAM GERMAN AS A FOREIGN LANGUAGE AND SPECIAL COURSES FALL 2013

Overview of German courses at FH JOANNEUM

I. Basic Courses: The weekly basic courses focus on your grammar competences and the structure of the German language. They should be combined with the courses “Lese- und Schreibtraining” and “Hörverstehen und Sprechtraining” of the same level in order to train all four competences (see point II. And III.). The beginner courses “Grundstufe 1” and “Grundstufe 2” (levels A1/1 and A1/2) take place twice a week and integrate the skills of listening, speaking, reading and writing and emphasize oral communication and listening comprehension in a culturally authentic context.

II. Reading and Writing Competences: The weekly courses called “Lese- und Schreibtraining” focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. Three levels are offered: A2, B1-B2, C1.

III. Listening and Speaking Competences: The weekly courses called “Hörverstehen und Sprechtraining” focus on listening and oral competences with authentic audio and video materials in order to enlarge listening and speaking capacities. Three levels are offered: A2, B1-B2 and C1.

IV. Special Courses

IV. Special Courses

- **Culture and People:** The aim of this course is to bring Austria closer to you in all its multiplicity. The course will familiarise you with the Austrian political, social and cultural structure. In a project you will explore the intercultural differences between Austria and your home country. This course is available in English (“Austria – People and Culture (APC)”) and German (“Österreichische Landes- und Kulturkunde (LK)”) and is blocked (8 weeks).
- **German Language Film:** This special blocked course aims to familiarise you with German language films and focuses on topics related to the recent past or social phenomena in Germany, Austria and throughout the world. You will study a selection of German language films, acquiring the appropriate language skills to analyse social phenomena and historical processes and to draw conclusions on their relation to the present day. Interpretation and analysis will help you to deduce the relevance of a film’s content and transfer it to other areas (the economy, society etc.).
- **ÖSD-Preparation Course:** Do you want to test your German skills and set this down for posterity in your curriculum vitae? Or perhaps include an internationally recognised language diploma in your application? Then the German Language Diploma (Österreichisches Sprachdiplom – ÖSD) is just the right thing for you! In the preparation course (two afternoons) you will study different types of questions that will come up in the examination and you will be prepared for the examination with sample tests.

Contact and information
Mag. Christoph Hofrichter
Coordinator for German as a Foreign Language

International Relations
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E-mail : christoph.hofrichter@fh-joanneum.at
Web: www.fh-joanneum.at/daf

Important note: There might be slight changes in the course offerings due to student numbers and required levels. Please visit our homepage (www.fh-joanneum.at/daf) to be up to date or feel free to contact us.

TEAM

Our lecturers are motivated and highly qualified experts in German as a Foreign Language with experience in an academic teaching environment.



Krista Fuchs studied German and English at Karl-Franzens-University Graz and also holds a university certificate in "German as a foreign language". Since 2006 she teaches in the field of adult education, as in the project „Deutschkompetenz“ at the institutions BIT, ISOP and Zebra in Graz.



Natascha Bradler graduated in English and a combination of studies (marketing, law and French) at Karl-Franzens-University Graz in 2004, where she also completed the university course "German as a foreign language" in 2006. In July 2010, she completed her bachelor studies in logopedics at FH JOANNEUM. In addition to working as a speech therapist, she also teaches German at FH JOANNEUM.



Johanna Frank-Stabinger studied German and Cultural Networking at Karl-Franzens-University Graz. She has been teaching German as a foreign language since 2002. Johanna Stabinger also works at an Arts Centre in Graz, where she is responsible for the public relations.



Veronika Reiter studied German and Applied Cultural Sciences at Karl-Franzens-University Graz. She also holds a university certificate in "German as a Foreign Language". In addition to teaching at FH JOANNEUM, Veronika Reiter worked at the Franz-Nabl-Institut for literature research in Graz until 2007 and has been project manager at Creative Industries Styria since 2008.



Karin Ingolitsch studied Education Science and a combination of studies (languages) at Karl-Franzens-University Graz where she also attended the university course "German as a foreign language". In addition to teaching at „Activity Jugendförderung“, Karin Ingolitsch teaches the German courses at FH JOANNEUM Graz and works as a remedial teacher.



Christoph Hofrichter studied German and French at Karl-Franzens-University Graz and has extensive experience in Teaching German as a Foreign Language, including 2 years teaching experience in France and several years of teaching in Austria. Christoph Hofrichter is actively working on the integration of eLearning techniques into language teaching. In addition to teaching he is coordinator for German as a Foreign Language and also a staff member of the International department at FH JOANNEUM.



Claudia Biernatzki studied Latin, Russian and German as a Foreign Language at Karl-Franzens-University Graz and the University of Vienna. She has extensive experience in teaching German as a Foreign Language, including ten years of teaching and working on EU-projects (Socrates, Leonardo), responsible for development of language learning material in Greece. Since 2000 Claudia Biernatzki has been teaching at Karl-Franzens-University Graz at the "Sprachzentrum".

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH GRUNDSTUFE 1 – GERMAN BEGINNERS 1 (WEEKLY), LEVEL A1/1*

Instructor

To be announced

Level

A1/1*: Students without any prior knowledge of German.

Course Description

This course is designed for students without any prior knowledge of German. It focuses on the skills of listening, speaking, reading and writing and emphasizes oral communication and listening comprehension in a culturally authentic context. You will learn to greet people, to say good bye, to present yourself and others, talk about your origin, about your preferences, ask the state of health of somebody, describe an apartment, say the time, describe your daily routine, talk about your hobbies and your free time and much more. Grammar: wh-questions and yes/no questions, articles, verbs in the present and present perfect tense, separable verbs, modal verbs, accusative, not inflected adjectives More information is available from www.fh-joanneum.at/daf

Credits

5 ECTS

Dates

Twice weekly

Literature

Schritte 1 international (Hueber Verlag), € 13,-

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH GRUNDSTUFE 2 – GERMAN BEGINNERS 2 (WEEKLY), LEVEL A1/2*

Instructor

To be announced

Level

A1/2*: Participants with basic knowledge of German.

Course Description

This course is designed for students who already have basic knowledge of German. It focuses on the skills of listening, speaking, reading and writing and emphasizes oral communication and listening comprehension in a culturally authentic context. By the end of the semester students will be able to understand and use familiar everyday expressions and very basic phrases. They can introduce themselves and others and can ask and answer questions about personal details such as where they live, people they know and things they have. They can interact in a simple way provided the other person talks slowly and clearly and is prepared to help. More information is available from www.fh-joanneum.at/daf

Credits

5 ECTS

Dates

Twice weekly

Literature

Schritte 2 international (Hueber Verlag), €13,-

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH GRUNDSTUFE 3 – GERMAN BEGINNERS 3 (WEEKLY), LEVEL A2/1*

Instructor

To be announced

Level

A2/1* : Participants with moderate knowledge of German.

Course Description

This course will focus on enlarging the students' range of vocabulary and expressions and will be exposed to more complex issues of grammar at level A2/1 such as: Past tense (“Präteritum”) from „haben“, „sein“ and modal verbs, perfect tense (“Perfekt”), making requests using „sollte“ and imperatives, comparison and gradation of adjectives, verbs with Dativ, pronouns with Dativ, position of pronouns, verbs with prepositions, „Wechselpräpositionen“, temporal and local prepositions, subordinate clauses with „wenn“ and „dass“, relative and indefinite pronouns etc. More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH MITTELSTUFE 1 – GERMAN INTERMEDIATE 1 (WEEKLY), LEVEL B1/1*

Instructor

To be announced

Level

B1/1*: Participants with good knowledge of German.

Course Description

This course will focus on enlarging the students' range of vocabulary and expressions and students will be exposed to more complex issues of grammar at level B1/1 such as: subjunctive II, unreal optative clauses; subjunctive II, unreal conditional clauses; past perfect tense, 'after', 'before'; final clauses: in order to; genitive (nouns and prepositions); present and past participle; verbs in combination with infinitives; verbs in combination with prepositions and prepositional adverbs; passive with modal verbs (present tense). More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH MITTELSTUFE 3 – GERMAN INTERMEDIATE 3 (WEEKLY), LEVEL B2/1*

Instructor

To be announced

Level

B2/1*: Participants with very good knowledge of German.

Course Description

This course will focus on enlarging the students' range of vocabulary and expressions and students will be exposed to more complex issues of grammar at level B2/1 such as: past tense (“Präteritum”), past perfect tense (“Plusquamperfekt”), adjectives and their endings, word order in main and subordinate clauses, temporal connectors, modal verbs, prepositions, verbs with prepositions, passive voice, relative clauses, infinitive clauses, subjunctive II. More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

DEUTSCH OBERSTUFE 1 – GERMAN ADVANCED 1 (WEEKLY), LEVEL C1/1*

Instructor

To be announced

Level

C1/1*: Participants with very good knowledge of German.

Course Description

This course aims at students who already have a high command of German and would like to focus on enlarging their range of vocabulary and expressions. They will be exposed to more complex issues of grammar at level C1 such as: use of participles, declination of adjectives, prepositions and prepositional objects, all subordinate clauses, modal verbs and their equivalents, subjunctive I (reported speech), alternative forms for modal verbs, nominal style, functional verbs.

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

I. Basic Courses

These courses focus on your grammar competences and should be combined with courses “Lese- und Schreibtraining” (Reading and Writing) and “Hörverstehen und Sprechtraining” (Listening and Speaking) of the same level in order to train all four competences (see point II. and III.).

LESE- UND SCHREIBTRAINING 1- READING AND WRITING 1 (WEEKLY), LEVEL A2*

Instructor

To be announced

Level

A2*: Participants with moderate knowledge of the German language.

Course Description

In this course you will train your reading and writing competences with authentic texts and enlarge your vocabulary on level A2. It is an excellent complementary course to the basic course “Grundstufe 3”.

You will learn ...

- ... to improve your reading strategies
- ... about writing strategies
- ... to compose personal letters
- ... to describe personal experiences
- ... to write about events that have happened to you
- ... to describe your native country, and compare it with your host country
- ... to describe someone's character and appearance
- ... to report on your favourite leisure activities
- ... to express preferences (e.g. eating preferences)
- ... to describe your daily routine and to name the times of the day
- ... to pose indirect questions and gather information
- ... to describe your own observations and express your own opinions

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

LESE- UND SCHREIBTRAINING 2 – READING AND WRITING 2 (WEEKLY), LEVEL B1-B2*

Instructor

To be announced

Level

B1-B2*: Participants with good knowledge of the German language.

Course Description

In this course you will train your reading and writing competences with authentic texts and enlarge your vocabulary on level B1-B2. It is an excellent complementary course to the basic course “Mittelstufe 1” and “Mittelstufe 3”.

You will learn ...

- ... to recognise different types of text
- ... to write a curriculum vitae
- ... to extract important information from a text
- ... to compose a summary
- ... to understand a popular science text
- ... to find synonyms
- ... to apply different styles of reading and to find specific information in a text
- ... to understand a scientific text
- ... to write an informal letter
- ... to compose a complaint email
- ... to understand a fairytale
- ... to compile a report
- ... to make notes and write a summary
- ... to interpret statistics and summarise them
- ... to write a personal statement
- ... to identify and correct errors in spelling, grammar and syntax
- ... to compose a letter to the editor
- ... to write a story ending
- ... to understand and write a review

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

LESE- UND SCHREIBTRAINING 3 – READING AND WRITING 3 (WEEKLY), LEVEL C1*

Instructor

To be announced

Level

C1*: Participants with very good knowledge of the German language.

Course Description

In this course you will train your reading and writing competences with authentic texts and enlarge your vocabulary on level C1. It is an excellent complementary course to the basic course “Oberstufe 1”.

You will learn ...

- ... to understand and simplify complex texts
- ... about biographies and how to write them
- ... to search for key words
- ... to apply reading styles
- ... about creative reading and writing
- ... to summarise contents and write a summary
- ... to structure a text
- ... to compose a formal letter
- ... to write a letter of application
- ... to describe conditions and procedures
- ... to improve the coherence of a text
- ... to draw up a report
- ... to write a presentation
- ... to express emotions
-

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

HÖRVERSTEHEN UND SPRECHTRAINING 1 – LISTENING AND SPEAKING 1 (WEEKLY), LEVEL A2*

Instructor

To be announced

Level

A2*: Participants with moderate knowledge of the German language.

Course Description

In this course you will train your listening and oral competences with authentic materials and enlarge your vocabulary on level A2. It is an excellent complementary course to the basic course "Grundstufe 3".

You will learn ...

- ... to understand and to obtain information about a person
- ... to understand announcements in buses, department stores etc.
- ... to understand and to obtain information about prices, departure times etc.
- ... to understand and participate in conversation while shopping
- ... to order in a coffee house
- ... to understand directions and to describe a route
- ... to understand a simple story about a tourist landmark
- ... to talk about the city you live in
- ... to understand and gather information about the family during conversation
- ... to speak about your own living arrangements and to question others on the topic
- ... to understand, make, accept and reject suggestions
- ... to understand weather and traffic reports
- ... to talk about your daily routine and to question others on the topic
- ... to understand information provided over the telephone
- ... to book a hotel room
- ... to talk about your holiday and to question others on the topic
- ... to make an appointment over the telephone

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

HÖRVERSTEHEN UND SPRECHTRAINING 2 - LISTENING AND SPEAKING 2 (WEEKLY), LEVEL B1-B2*

Instructor

To be announced

Level

B1-B2*: Participants with good knowledge of the German language.

Course Description

In this course you will train your listening and oral competences with authentic materials and enlarge your vocabulary on level B1-B2. It is an excellent complementary course to the basic course "Mittelstufe 1" and "Mittelstufe 3".

You will learn ...

- ... to talk about your own living arrangements and to describe neighbours
- ... to formulate positive and negative aspects
- ... to summarise events and to report them
- ... to describe a picture, explain a sketch
- ... to compare what you hear with statements, to recognise differences and to express them
- ... to explain terms, to define something and to understand interjections
- ... to understand a poetic text
- ... to glean information from short interviews
- ... to summarise the opinions of others
- ... to formulate objections and to state your own point of view
- ... to follow a discussion
- ... about the rules of discussion
- ... to evaluate the behaviour of others during discussions and to control your own behaviour
- ... to talk about your eating habits
- ... about listening styles and how to use them
- ... to take notes
- ... to recognise types of text and to describe them
- ... to understand news and to report it
- ... to understand and hold telephone conversations
- ... to make an appointment over the telephone
- ... about presentation techniques and to explain diagrams

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

HÖRVERSTEHEN UND SPRECHTRAINING 3 - LISTENING AND SPEAKING 3 (WEEKLY), LEVEL C1*

Instructor

To be announced

Level

C1*: Participants with very good knowledge of the German language.

Course Description

In this course you will train your listening and oral competences with authentic materials and enlarge your vocabulary on level C1. It is an excellent complementary course to the basic course "Oberstufe 1".

You will learn ...

- ... to interpret a picture
- ... to summarise statements taken from a film
- ... to talk about expectations
- ... about proverbs and how to use them correctly
- ... to talk about stereotypes
- ... to understand regional colloquialisms
- ... to write spoken text for an advertisement
- ... to understand radio programmes dealing with socially relevant topics
- ... to find and use synonyms
- ... to reflect on the subject of "learning" and to inform others about it
- ... to describe and interpret cartoons and pictures
- ... to understand and interpret a humorous listening text
- ... to agree with or to reject statements
- ... to combine pieces of information into a coherent whole
- ... to talk about work and problems associated with work
- ... to discuss the positive and negative aspects of different types of residential housing
- ... to talk about your own fears and prejudices

More information is available from www.fh-joanneum.at/daf

Credits

3 ECTS

Dates

Weekly

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

AUSTRIA – PEOPLE AND CULTURE (IN ENGLISH, BLOCKED)

Instructor

To be announced

Level

For students without any prior knowledge of German

Course Description

In this course, the intercultural experiences of the participants will be discussed and the cultural differences between Austria and the participants' home countries analysed. It will not only provide useful information about Austria, but also focuses on the basics of the German language and handling difficult situations caused by the cultural differences discussed. The course will be held in English and is aimed at participants with little or no knowledge of German (A1). More information is available from www.fh-joanneum.at/daf

Credits

2 ECTS

Dates

8 weeks

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of the course.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

ÖSTERREICHISCHE LANDES- UND KULTURKUNDE (IN GERMAN) (WEEKLY), LEVEL A2-C1*

Instructor

To be announced

Level

A2-C1*

Course Description

This course is for students who want to reflect upon their intercultural experience in Austria and analyse cultural differences between their home and host country. After a short introduction to central issues of cross cultural communication, students shall be made familiar with the political structure, educational system and historical and geographical facts and figures about Austria and the region of Graz. Participants of the course have a moderate or good knowledge of the German language (level A2 or higher) and are able to understand sentences and frequently used expressions related to every day settings as well as communicate in simple and routine tasks. The course should be attended in combination with the relevant German courses More information is available from www.fh-joanneum.at/daf

Credits

2 ECTS

Dates

8 weeks

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

GERMAN LANGUAGE FILM (IN GERMAN, BLOCKED), LEVEL B1-C1*

Instructor

To be announced

Level

B1-C1*

Course Description

The special course in „German Language Film“ aims to familiarise students with German language films and focuses on topics related to the recent past or social phenomena in Germany, Austria and throughout the world. You will study a selection of German language films, acquiring the appropriate language skills to analyse social phenomena and historical processes and to draw conclusions on their relation to the present day. Interpretation and analysis will help you to deduce the relevance of a film's content and transfer it to other areas (the economy, society etc.). The course also provides a basic understanding of the scientific method which will help you to improve your oral and written language skills as well as extend your vocabulary. More information is available from www.fh-joanneum.at/daf

Credits

2 ECTS

Dates

8 weeks

Literature

You will get up-to-date and didactic teaching materials (€ 13,-), which are designed specifically to meet the needs of your language level.

Assessment

Information to be provided by instructor at beginning of the course.

* According to the Common European Framework of Reference

II. Reading and Writing

Competences

These courses focus on reading and writing competences with authentic texts in order to enlarge your vocabulary and your reading and writing capacities. They are excellent complementary courses to the basic courses. Three levels are offered: A2, B1-B2 and C1.

ÖSD – GERMAN LANGUAGE DIPLOMA AND EXAM PREPARATION (TWO AFTERNOONS, ALL LEVELS FROM A1-C2)

Diploma and Course

Description

Do you want to assess your German skills, and set this down for posterity in your CV, or perhaps include an internationally recognised language diploma in your application? Then the German Language Diploma (Österreichisches Sprachdiplom – ÖSD) is just the right thing for you! The ÖSD examination is at four levels and is oriented at the Common European

Framework of Reference:

- ÖSD Grundstufe Deutsch A1
- ÖSD Grundstufe Deutsch A2
- ÖSD Zertifikat Deutsch B1
- ÖSD Mittelstufe Deutsch B2
- ÖSD Oberstufe Deutsch C1
- ÖSD Wirtschaftssprache Deutsch C2

In the preparation course you will study the different types of questions that will come up in the examination and you will prepare yourself for the examination using sample tests. More information is available from www.fh-joanneum.at/osd

Dates

Exam preparation workshop: Two afternoons, time and dates: To be announced

Exam:

4 December 2013

Literature

Material will be provided by the course instructor.

Assessment

No assessment, no credits

* According to the Common European Framework of Reference

HOW TO BECOME AN EXCHANGE STUDENT AT THE INSTITUTE OF INTERNATIONAL MANAGEMENT AT FH JOANNEUM

FH JOANNEUM currently does not impose any general limits on the intake of exchange students. As most of the exchange relations which we maintain with foreign universities are governed by detailed institutional agreements, there may be a selection procedure at your own home university. If you want to study at FH JOANNEUM as an exchange student you will therefore have to apply for an opening through your local international coordinator at your home institution. The criteria for selection are generally set by your home institution. Please note, however, that it is absolutely necessary for you to have strong (written and oral) English language skills in order to be able to perform well in the Global Business Program.

Although your home institution may have other deadlines for application and selection of exchange students, FH JOANNEUM's deadlines for applications, though rather soft, are:

- for each Fall Term: June 1st of the same year
- for each Spring Term: November 1st of the previous year

Students from non-EU member countries are urged to apply as early as possible in order to be able to obtain the appropriate student visa.

Students from universities with which FH JOANNEUM does not maintain institutional relations may apply direct at the Department of International Management at FH JOANNEUM (see "Contact Information").

Please note that the Institute of International Management at FH JOANNEUM delivers two programs, the International Management program (MIG, short for the German "Management Internationaler Geschäftsprozesse"), a degree program for full-time students and the Global Business Program (GBP), a non-degree program for incoming exchange students. While we allow full-time MIG students to participate in the GBP and while we encourage incoming exchange students to take GBP courses only, some MIG courses may be accessible to incoming exchanges students as well, depending on language abilities and scheduling.

Academic Standards at the Institute of International Management at FH JOANNEUM

During your term at FH JOANNEUM, we will do everything to secure equal treatment for international students. In return, we also ask all international students to comply with the code of conduct for students at the Department of International Management. This extends especially to the areas of attendance requirements and academic honesty:

- **Attendance requirements:** in order to receive a passing grade for the courses of the GBP minimum attendance requirements need to be fulfilled. You may only miss a maximum of 10 % of the classes.
- **Academic honesty:** a copy of the "Code of Ethics" is available at the Department of International Management and will be handed to all GBP students during the orientation week.

GLOBAL BUSINESS PROGRAM CONTACTS

Institute of International Management, FH JOANNEUM

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Fax: +43-316-5453-6801
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Institutional Coordinator, FH JOANNEUM

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Coordinator for German as a Foreign Language (DaF)

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STYRIA AUSTRIA'S 'GREEN HEART'

STYRIA (German: Steiermark) is the second-largest province in Austria and known as Austria's "green heart". Forests cover about half of the country, and grasslands and vineyards blanket another quarter. Styria borders Slovenia and Hungary, as well as the Austrian provinces of Burgenland, Lower Austria, Upper Austria, Salzburg, and Carinthia. In the Dachstein mountains overshadowing the Enns Valley, skiing is possible all year round whereas the south of the province known as the Weinstraße (Wine Road) is hilly and dominated by large vineyards and reminds its visitors of Tuscany – therefore also called "Styrian Tuscany".



Fotos: © Graz Tourismus

HIGHLIGHTS OF GRAZ

GRAZ is the capital of Styria and Austria's second-largest city with about 240.000 inhabitants. A short walk through the Old Town, a UNESCO World Culture Heritage site with a Mediterranean atmosphere, is a transition to past centuries. From the 15th century, it was a major bulwark against the Turks and in the 17th century adopted the Baroque before the rest of the Austrian empire. The city is compact and most important sights are within walking distance of the market square of the Hauptplatz. The Landesmuseum Joanneum, a large complex of museums, is one of the world's oldest, including the Alte Galerie with its superb Gothic paintings. The Neue Galerie in the Herberstein Palace displays 19th- and 20th-century paintings, including some works by the world famous Austrian painters Egon Schiele and Gustav Klimt. The Cathedral, the Mausoleum of Emperor Ferdinand II, the Leech Church, the pedestrian zone of the old quarter, the Schlossberg (Castle Hill) with its Uhrturm (clock tower) and Glockenturm (bell tower) should also be seen. Some distance west of the city is, within walking distance of the FH JOANNEUM, Schloss Eggenberg, a 16th-century palace noted for its state rooms and museums. More than any other provincial centre, Graz preserves the old Kaffeehaus culture, where one can sit all day enjoying a leisurely coffee, watching the life of the city.





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