

Global Business Program (GBP)
Course Syllabi Winter Term 2020/2021
For BACHELOR STUDENTS

GBP Timetable

Course start		Course Title	Lecturer
28.9.	GBP1	Latin American Business Development	Francisco Castaneda
5.10.	GBP2	Market Research Strategies	Alireza Akbari
12.10.	GBP3	Cross Cultural and Entrepreneurial Perspectives	Bojan Jovanovski
19.10.	GBP3	Cross Cultural and Entrepreneurial Perspectives	Bojan Jovanovski
27.10.	GBP4	26.10 off Introduction to Enterprise Resource Planning	Sergi Batalla Martinez
3.11.	GBP4	2.11. off Introduction to Enterprise Resource Planning	Ernst Pessl / Daniela Wilfinger
9.11.	GBP9	International Methods of Dispute Resolution	Doris Kiendl
16.11.	GBP5	International Finance	Branka Krivokapic Skoko
23.11.	GBP6	Leadership Skills for the Global Manager	Richard McAndrew
30.11.	GBP7	The Chinese Business and Management	Fuming Wang
7.12.	GBP8	8.12. off Introduction to B2B Marketing and Selling	Denny Seiger
14.12.	GBP5	International Finance	Branka Krivokapic Skoko
08.01.	GBP8	Introduction to B2B Marketing and Selling	Denny Seiger
18.01.	GBP10	International Marketing	Hildegard Liebl
25.01.	GBP10	International Marketing	Hildegard Liebl

Each Course is from Monday-Friday and over one or two weeks.

The Global Business program follows regular course times (09:15-13:00).

The program is modular and you can choose your courses from the program (it is not mandatory to do all courses).

Courses are over one week (2,5 credits) or two weeks (5 credits).

In courses over 2 weeks, the attendance over 2 weeks is necessary.

Please always check your timetable in case of changes at www.stundenplan.fh-joanneum.at

User: gbp, Password: gbp, Change to Jahrgang 2020

PLEASE NOT THE CHANGE OF WEEKS ON GBP 9 AND GBP 5

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Module GBP 1: Latin American Business Development

Course Title:	Latin American Business Development
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Francisco Castaneda
E-Mail:	profesor.castaneda@gmail.com

Instructor Bio:

Francisco Castaneda is an economist graduated from Universidad de Chile. He holds a PhD in Geography at Loughborough University and a Master of Science in Money, Banking and Finance at the University of Birmingham (UK). Before that, he worked as an Advisor at the Chilean Ministry of Finance and then as an Economist at the Central Bank of Chile.

He has been visiting professor at UNITEC (Honduras), Euromed Grand Ecole (Marseille, France), Costa Rica and Panama (Universidad Interamericana), University of Warsaw (Poland), FAU Erlangen (Germany), Amsterdam University of Applied Sciences (The Netherlands) and University of Birmingham (UK). Also, he has participated in training in Kiel Institute for the World Economy (Germany) and in the Department of Trade and Industry jointly with the French Agency for Development (South Africa, APORDE program).

Regarding his research, Francisco is an Economist with a strong focus on: i) Macro-Financial Economics, and ii) Industrial policy and international trade.

He has published chapters in the prestigious international handbooks Routledge (in topics as State Owned Enterprises and Industrial Policy) and in Journals as El Trimestre Economico (Economics and Finance), the Geographical Journal of the Royal Geographical Society (Microfinance), CIRIEC's working papers -Liege University (in the topic of governance of State Owned Enterprises) and has contributed for the first Chilean entrepreneurship teaching case collection (trained by Babson College, USA)

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Descriptio

Latin America is a vibrant and dynamic region but one that is unequal and with stubbornly high levels of poverty. Although social gaps have become narrower in recent decades, better public policies need adopting urgently to tackle these problems.

Latin America has much development potential, based on its natural resources and raw materials, and actively participates in regional and extra-regional trade blocs.

Because of challenges it faces, Latin America – in the sphere of commodities – must expand its knowledge and tighten its embrace on technology. It must develop sectors that strengthen global production chains with higher added value, creating more balance and reducing exposure to international economic growth cycles.

The region is inserted into a wide network of international free-trade agreements, with some countries with greater openness to the rest of the world, and others with a relatively high level of tariff protection, more oriented toward the domestic market.

Among the distinctive characteristics, the high inflation was a frequent problem in Latin America in the 60s and 80s – this problem has now been mitigated (except in some countries) but not eliminated. Also, some countries in Latin America have developed high standards of financial regulation while others are weak and lag the dominant trends in this sector. However, the battle against corruption continues to be a pending challenge, spite of some achievements in the last years in terms of accountability and transparency.

Against this backdrop, this course, starting with a recent historical diagnosis of Latin America, and explaining its conflicting internal forces in economic orientation, aims to explore the current productive structures of Latin America focusing on the largest and most representative countries. It seeks to analyze the patterns of foreign investment (laissez-faire or "guide" investment) and the economic sectors which receive the bulk of it. In addition, it aims to analyze the country risk (strengths and weaknesses) of the major economies, considering the fiscal position, the macroeconomic environment and capital flows as well as critically analyzing the existence of a suitable environment for doing business.

Also, cases of multinational Latin American companies investing in the region will be analyzed to determine the factors that underpin their success – and failure.

A point to emphasize (not least) in this course is the fragility and instability of Latin American countries (it will focus on the biggest and more relevant countries). Examining the factors behind the social unrest in Latin America in 2019 will help provide a deeper knowledge of what is failing and what is not being done well in terms of citizens' quality of life. It will also build understanding of how the entrepreneurial sector jointly with a rejuvenated role of State can contribute to generating more stable and sustainable societies in the long term.

Overview of Topics and Schedule of Topics and Activities*

Day	Date	Topics	Readings
1		<p>Introduction to Latin American Society</p> <ul style="list-style-type: none"> - Latin American History: Evolution, Geography and Institutional Arrangements - Major themes in Latin America - Major business trends in Latin America <p>- Working Papers</p>	<ul style="list-style-type: none"> - (S –V-G): Chapters 1 & 3 - (F): Chapters 1 & 2 - Working papers and presentations to be handed in by Francisco Castañeda
2		<p>Establishing Businesses in Latin America</p> <ul style="list-style-type: none"> - The Latin American Middle-Class Consumer - Informal Markets - Corporate Strategy in Latin America - Doing Business in Latin America - Business Lessons in Latin America <p>- Working Papers</p>	<ul style="list-style-type: none"> - (S –V-G): Chapter 7 (S –V-G): Chapter 8 Working papers and presentations to be handed in by Francisco Castañeda
3		<p>Main Latin American Blocks Trade</p> <ul style="list-style-type: none"> - Mercosur and Alianza del Pacifico -Commodities production and value added -The need of a rejuvenated industrial policy - Foreign Relations (political and trade) with EU, USA and China - Washington Consensus - Political Risk Analysis - Upgrading of firms in Global Value Chains <p>Chile: Case of a small and open economy</p>	<ul style="list-style-type: none"> - (R – S): Chapter 7 - (F): Chapters 8 & 9 Working papers and presentations to be handed in by Francisco Castañeda

4		<p>Financial Crisis in Latin America</p> <ul style="list-style-type: none"> - Speculative Bubble, Deficits in Current Account, Capital Flows - Effects on the inflation rate, interest rate, GDP and composition of exports - Financial and trade channel on domestic economies - Effects of Subprime Crisis on Latin America - Working Paper 	<ul style="list-style-type: none"> - (R – S): Chapters 9 & 10 Working papers and presentations to be handed in by Francisco Castañeda Documents of World Bank, International Monetary Fund and CEPAL (ECLAC)
5		<p>Business Cases</p> <ul style="list-style-type: none"> - Knowing the fault lines of the Latin American societies: sustainability for investors. - Macroeconomic variables of main L.A Countries - COVID19 and Latin America: Social Impact and Public Policies 	<ul style="list-style-type: none"> - Selected Business Cases - Working papers and presentations to be handed in by Francisco Castañeda

Student Learning Objectives/Outcomes

- An understanding of the heterogeneity of Latin America in economic and social terms. This includes social, tax, trade liberalization and macroeconomic aspects.
- The student can distinguish the different economic policies that coexist in the region and show different results in terms of economic performance.
- An identification of investment opportunities in Latin America (joint venture, direct foreign investment, etc.) articulating European experiences and knowledge with a more varied and complex regional supply producer.
- The student can prospect the risks and benefits of the different types of market penetration considering a map of economic risks. Which in turn he/she can be able to find niche markets in sectors that have not yet potentially scaled up.

Teaching Approach

The learning experience will consist of:

In Class Lectures: theories applied to the Latin American context (mainly based on the most representative countries) are presented and explained. Also, the students discuss and solve case studies.

Planned learning activities and teaching methods

The course will combine conceptual lectures with a group of activities aimed at exploring the analysis of business cases, working papers and articles. Participation of the students is highly relevant to reach an adequate level of learning as well as getting a high academic achievement in terms of the marks.

Required Textbooks and Materials

- Reyes, J. & Sawyer, C. (2011). Latin American Economic Development. New York: Routledge. (R-S)
- Franko, P. (2007). The Puzzle of Latin American Economic Development. Lanham: Rowman & Littlefield Publishers. (F)
- Spillan, J., Virzi, N. & Garita, M. (2014). Doing Business In Latin America: Challenges and Opportunities. Routledge. (S-V-G)

Suggested/Additional Course Materials

Tba. in class

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriediegend	Satisfactory
70-61	4	Genuegend	Sufficient
60-0	5	Nicht genuegend	Failed

Assessment for Bachelor Students

Daily Tests are based on the lectures and readings.

Professor, each day, must hand the test in to students.

Tests must be solved by students and sent by email.

5 tests / 20% weight of each one of them.

Groups: up to three students

Students of the Master Business in Emerging Markets (MEM), in addition, must solve a questionnaire based on the lectures of the course.

New weights for MEM: 70% (5 tests)

30% (Specific Business Case)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 2: Market Research Strategies

Course Title:	Market Research Strategies
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Alireza Akbari
E-Mail:	akbari@callutheran.edu

Instructor Bio:

Dr. Ali Akbari is a Professor of Economics at the School of Management at California Lutheran University. After receiving his Ph.D. from USC in 1985, he started teaching economics and quantitative methods courses at USC, Pepperdine and CLU. For more than 30 years. Dr. Akbari has been active professionally – publishing articles, presenting papers, serving on professional programs and consulting. He has published two textbooks in economics: Explorations in Macroeconomics and Economic Way of Thinking. He also pursued his professional research interest by conducting scholarly research in a wide spectrum of social and economic issues. As a former researcher for the National Science Foundation, he established a new research center at CLU and served as the Director of the Center for Economic Research for 18 years. His research projects include a wide range of current social and economic issues in Southern California. His latest project was the development of an economic and business forecasting model that provides quarterly forecasts of economic activities in the major cities of Ventura County. Dr. Akbari is a frequent public speaker on a broad spectrum of social issues related to urban and regional economics and his views on such issues are often sought by local media in Southern California.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Elementary statistics

Excel

Course Description

This is a hands-on research course that enables students to conduct scientific research in the area of marketing, management, and business economics. Students will gain an appreciation for the value and conduct of scientific research and develop some feeling about this field as a potential career opportunity.

This course is an introductory course in the practice of market research applied to business and management problems. "Market Research and Statistics" is useful for students planning a career in business management, market analysis, or academic research.

The course focuses on the design, development, and implementation of business research projects. The course is centered around the tools and techniques of research and their application to the development of a formal research design. This course introduces the student to some of the uses of computer resources in research methods. You will learn a useful program (SPSS) that is used in the field of social research.

Overview of Topics and Schedule of Topics and Activities*

Day	Topics	Readings
1	<p>Big Data Basics: Describing Samples and Populations Descriptive Statistics and Basic Inferences Distinguish among Population, Sample and Sample Distribution Central-Limit Theorem Estimation of Parameters and Confidence Intervals Sample Size Assess the potential for nonresponse bias</p> <p>The Role of Marketing Research What is Marketing Research? Applied and Basic Marketing Research Marketing Research and Strategic Management Orientation Planning and Implementing a Marketing Mix When Is Marketing Research Needed? Marketing Research in the Twenty-First Century</p> <p>Harnessing Big Data into Better Decisions Data, Information, and Intelligence Equal Value Database Sources and Vendors Marketing Analytics</p>	Chapter 1, Chapter 2, Chapter 13
2	<p>The Marketing Research Process Decision Making and Marketing Research Types of Marketing Research Stages in the Research Process</p> <p>Qualitative Research Tools What Is Qualitative Research? Contrasting Qualitative with Quantitative Methods Qualitative Research and Exploratory Research Designs Qualitative Research Orientations Common Techniques Used in Qualitative Research</p>	Chapter 3, Chapter 5,

	<p>Preparing a Focus Group Outline</p> <p>Modern Technology and Qualitative Research</p> <p>Exploratory Research in Science and in Practice</p>	
3	<p>Secondary Data Research in a Digital Age</p> <p>Using Secondary Data in Marketing Research</p> <p>Typical Objectives for Secondary-Data Research Designs</p> <p>Sources of Internal Secondary Data</p> <p>External Secondary Data Sources</p> <p>Single-Source and Global Research in the Big Data Era</p> <p>Survey Research</p> <p>The Types of Information Gathered Using Surveys</p> <p>Sources of Error in Surveys</p> <p>Ways Marketing Researchers Conduct Survey Interviews</p> <p>Conducting Personal Interviews</p> <p>Observation</p> <p>Technology and Observation in Marketing Research</p> <p>Direct and Contrived Observation</p> <p>Ethical Issues in the Observation of Humans</p> <p>Observation of Physical Objects</p> <p>Mechanical Observation</p> <p>Measuring Physiological Reactions</p>	<p>Chapter 7, Chapter 8</p>
4	<p>Measurement and Attitude Scaling</p> <p>What Needs to be Measured?</p> <p>Levels of Scale Measurement</p> <p>Indexes and Composites</p> <p>Validity</p> <p>What is an Attitude?</p> <p>Attitude Measures and Scaling</p> <p>Attitudes and Intentions</p> <p>Questionnaire Design</p> <p>Basic Considerations in Questionnaire Design</p> <p>Question Phrasing: Open- or Close-Ended Statements?</p> <p>Avoiding Mistakes</p> <p>Order Bias</p> <p>Survey Technology</p> <p>Pretesting and Revising Questionnaires</p> <p>Sampling Designs and Sampling Procedures</p> <p>Why Sample?</p> <p>Identifying a Relevant Population and Sampling Frame</p> <p>Random Sampling and Non-sampling Errors</p> <p>Probability versus Nonprobability Sampling</p> <p>What Is the Appropriate Sample Design?</p> <p>Surveys Using Self-Administered Questionnaires</p>	<p>Chapter 10, Chapter 11, Chapter 13</p>
5	<p>Communicating Research Results</p> <p>The Project and the Report</p> <p>Using Tables Effectively</p>	<p>Chapter 15,</p>

Using Charts Effectively Oral Presentation Reports on the Internet and Follow-Up <u>Final Exam</u>	Chapter 16
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Student Learning Objectives/Outcomes

The objectives of this course are to enable students to be able to:

1. Understand the major theoretical and philosophical approaches to research in the world of business and management.
2. Know how to design the data collection surveys from quantitative and qualitative perspectives, evaluate the contrasting research methodologies and determine the best approaches to obtain the required data.
3. Understand the role of research methods, within the context of management, marketing and business.
4. Compare and contrast research methodologies that relate to management, business and marketing research.
5. Develop the skills necessary to find, read, understand, and critique published research.
6. Learn how to discriminate among and interpret commonly used statistics, and to select the appropriate statistical tests for a given research problem.
7. Develop the ability to make written and oral presentations of research results.
8. Be involved in a “real world” research project that may involve surveys, polls, focus group, and experimental design.

This course is designed to answer many of the questions that are typically encountered in translating the concepts and ideas you have learned in various courses into practical business, management and economics application. You will be completing an entire research project from start to finish.

Expected Learning Outcomes

At the end of the semester students will be able to:

- locate and identify information sources relevant to solving marketing problems;
- evaluate the marketing research process;
- use statistical programs for analyzing and interpreting marketing research data;
- apply up-to-date marketing research techniques and prepare research proposals.
- Construct and interpret summary numerical measures of location, variability, and association for the sample and the population.
- develop research designs from quantitative and qualitative perspectives.
- set research objectives and plan a research project.

- Be able to determine a specific marketing related research issue, set research objectives, plan and carry out a research project, critically analyze and evaluate evidence, and report the findings and outcomes.
- Be able to write up the results.

Teaching Approach

The teaching approach consist of formal lectures, discussions, practical exercise, group assignments and presentations, and computer workshops.

While these processes represent a lot of hard work, students often report that this is one of the most satisfying experiences in the school of management. They often come to this conclusion based on the following reasons.

1. Practical Experience
2. Satisfaction of Producing a Product.
3. Application of Skills
4. Exposure to Professional experience.

Required Textbooks and Materials

Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card, 6th Edition, Barry J. Babin; William G. Zikmund

ISBN-10: 1-305-26347-2

ISBN-13: 978-1-305-26347-5

Suggested/Additional Course Materials

Exploring Marketing Research, 11th Edition, Barry J. Babin Louisiana Tech University

William G. Zikmund Oklahoma State University

ISBN-10: 1305263529 | ISBN-13: 9781305263529.

Assessment, Assignments & Academic Calendar

Assessment: Short analysis and proposed solution to case studies (15%), main project (25%), along with a Final Exam (40%) and Attendance (10%)

Topics:

Reading Assignments (if any): See overview of topics and schedule of activities

Written Assignments (if any): End of chapter assignments

Due Date: The meeting after the lecture.

Exam Date: Last Class

Grading Policy

(Including percentages for assignments and its weighting, grade scale, etc.)

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriediegend	Satisfactory
70-61	4	Genuegend	Sufficient
60-0	5	Nicht genuegend	Failed

Assessment*	Points
Homework assignments (end of chapter assignments), and proposed solution to case studies	150
Main Project	250
Final Exam	400
Attendance	100
Total Points	1,000

(*please indicate the assessment components and its weighting in points)

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Late work:

Document upload and naming conventions*:

(if any, especially by using the e-learning platform <https://virtueller-campus.fh-joanneum.at/start/en/index.html>)

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 3: Cross Cultural and Entrepreneurial Perspectives

Course Title:	Cross Cultural and Entrepreneurial Perspectives
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	face/ face, virtual
Semester:	Winter term 2020/2021
Credits:	5 ECTS
Name:	Bojan Jovanovski
E-Mail:	Bojan.Jovanovski@fh-joanneum.at

Instructor Bio

Bojan Jovanovski holds PhD in Industrial Engineering and Management in the field of Innovation Management. In the period 2006 - 2018 he was actively involved in the development of the start-up community and SME development in Macedonia through training, coaching and project management activities. After working in the UKIM-FME Business Start-up Center, in 2009 he co-founded the National Centre for Development of Innovation and Entrepreneurial Learning. In this period, he was also enrolled in the development of various local, national and regional strategic documents and researches regarding entrepreneurship and innovation. In the period 2011 – 2018, he was teaching entrepreneurship, innovation and business development related subjects at the Ss. Cyril and Methodius University in Skopje. Since September 2018, he is a Senior Lecturer (FH) in Innovation and Finance and Project Manager at the Institute of International Management at the FH JOANNEUM University of Applied Science.

Course Pre-requisites, Co-requisites, and/or Other Restrictions (including required prior knowledge or skills) This course will provide some of the required basic skills and knowledge during the first week, but it is primarily designed to build up on the existing business (including technical and social knowledge) and experience of the students.

Course Description

In a scope of a case challenge students will work on real-world cases, provided and presented by entrepreneurs. Students will work in intercultural teams of five to six students, together with local students from the bachelor program International Management. During the challenge, students will (further) develop their entrepreneurial and intercultural competences. They will learn new and practice currently known tools and techniques for business development and market (entry and enlargement) strategies, practicing their entrepreneurial and intrapreneurial competences. In the case-challenge a team approach is used, which is

accompanied by coaching units. The students will develop an "elevator pitch", a two-minute summary of the results, and a detailed annotated presentation that is returned to the case givers. The best solutions will be awarded in a final event. After the event the GBP participants of the teams will provide written report that will present the methodology used, the finding and the strategic recommendations to the case providers.

Overview of Topics and Schedule of Topics and Activities

Day	Date	Topics
1	12.10.2020	Opening, assignment of cases and teams and presentation of the cases by the case providers
2	13.10.2020	Project management
3	14.10.2020	Negotiation and communication; Report writing
4	15.10.2020	Business model generation
5	16.10.2020	Team building
6	19.10.2020	Working in teams; Compulsory coaching
7	20.10.2020	Working in teams; Compulsory coaching; Questions and answers sessions with the case providers
8	21.10.2020	Working in teams; Compulsory coaching
9	22.10.2020	Working in teams; Compulsory coaching
10	23.10.2020	Final event

Student Learning Objectives/Outcomes

To understand the concept of entrepreneurship - To improve their entrepreneurial and intrapreneurial competences - To improve their intercultural competences - To become more prepared (motivated and skilled) for entrepreneurial and intrapreneurial behavior - To improve their project management skills Teaching Approach Teamwork, lectures, discussions, case study.

Textbooks and Materials All materials will be available on Moodle.

Suggested/Additional Course Materials

All materials will be available on Moodle. Assessment, Assignments & Academic Calendar

Assessment, Assignments & Academic calendar

Assessment : 60% (activity including compulsory coaching, pitching and presentation) +
40% theoretical knowledge (written exam)

Assignment : work in teams of 5-6 students on few real company cases. All teams will prepare pitches (2 minutes' presentations) for their results, and the best two per case will

deliver full presentations (10 minutes). After the presentations each team will prepare final report.

Class dates and times: 12-16.10.2020 and 19-23.10.2020, 9:15-13:00 daily

Final presentations: tba

Report deadline: tba

Grading Policy

%	Grade	German	English
100 – 93 %	1	Sehr Gut	Excellent
92 – 85 %	2	Gut	Good
84 – 71 %	3	Befriedigend	Satisfactory
70 – 61 %	4	Genuegend	Sufficient
60 – 0 %	5	Nicht genuegend	Failed

Assessment criteria	Points
Pitches (30% => 18 points)	60
Consultancy sessions (15% => 9 points)	
Commented Presentations (55% => 33 points)	
Written exam (100% => 40 points)	40
Total points	100

Course & Instructor Policies Make-up exams:

according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam Extra credit: not possible Class attendance: withdraw of 1 point per one class missed

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 4: Introduction to Enterprise Resource Planning

Course Title:	Introduction to Enterprise Resource Planning
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	face/ face, virtual
Semester:	Winter term 2020/2021
Credits:	5 ECTS
Name:	Sergi Batalla Martinez, Ernst Pessl, Daniele Wilfinger
E-Mail:	sergi.batallamartinez@fh-joanneum.at Ernst.pessl@fh-joanneum.at Daniela.Wilfinger@fh-joanneum.at

Instructor Bio

Sergi Batalla has 22 years' experience working as SAP consultant implementing international projects for PwC, Accenture, Coca-Cola, Unilever and Novartis among others. He works currently at the Institute Industrial Management of FH JOANNEUM at the ERP competence centre.

Ernst Peßl is Senior Lecturer in the area of ERP- and MES-Systems as well as production planning. He has experience for many years in the area of production planning in the steel and nuclear energy industry.

Daniela Wilfinger is a Lecturer at FH JOANNEUM Industrial Management in the area of Business Management and ERP-Systems.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Basic knowledge in Accounting, Logistics such as Materials Management, Sales or Production

Course Description

Introduction to Enterprise Resource Planning (ERP):

- Overview information systems in companies
- Specific characteristics about ERP systems
- Technical and business administrative architecture of ERP systems
- Overview: core modules of SAP (FI, CO, SD, MM, PP, BW)
- Master data and functionalities,
- Selected business processes, integration aspects and business potentials

- Critical success factors implementing an ERP system
- First practical steps with an ERP-System (SAP) within the core modules (MM, PP, SD, CO)

Overview of Topics and Schedule of Topics and Activities*

Day	Date	Topics	Readings
Week 1		All together	
1	27.10.	Introductory Lecture (Bac + Mast)	Script
2	28.10.	Introductory Lecture (Bac + Mast)	Script
3	29.10.	Introductory Lecture (Bac + Mast)	Script
4	30.10.	Introductory Lecture (Bac + Mast)	Script
Week 2		Splitted	
1	03.11.	Lab, project work, SAP basic (Bac)	Script for the exercises
2	04.11.	Lab, project work, SAP basic (Bac)	Script for the exercises
3	05.11.	Lab, project work, SAP advanced (Mast)	Script for the exercises
4	06.11.	Lab, project work, SAP advanced (Mast)	Script for the exercises

Student Learning Objectives/Outcomes

Students will be able to understand the specific characteristics of ERP software.

They know about the idea of integrated business software and are able to discuss advantages and disadvantages of that type of software.

Furthermore, they know about the core modules, the business potentials, key concepts and most important master data and functionality.

Additionally the Students will do some first steps with a Training- SAP-System. A project work in the area of ERP-Selection/Implementation will complete the Course.

Teaching Approach

Integrated concept – theory: fundamentals of ERP & practical experiences through project work and some exercises with the SAP-System.

Required Textbooks and Materials

All information about course material will be provided in the web portal – <http://virtueller-campus.fh-joanneum.at>

Assessment, Assignments & Academic Calendar

Written Exam (theoretical part): tba

Presentation Project Work: Bachelor: 04.11.2020 / Master: 06.11.2020

Grading Policy

(including percentages for assignments and its weighting, grade scale, etc.)

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriedigend	Satisfactory
70-61	4	Genuegend	Sufficient
60-0	5	Nicht genuegend	Failed

Assesment*	Points
Theory	40
Lab / Project Work	40
Attendance	20
total points	100

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 5: International Finance

Course Title:	International Finance
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	virtual
Semester:	Winter term 2020/2021
Credits:	5 ECTS
Name:	Branka Krivokapic Skoko
E-Mail:	bkrivokapic@csu.edu.au

Bio:

A/P Branka Krivokapic-Skoko received the following qualifications: B.Sc (Hons), M.Sc (Econ), Ph.D. (Lincoln University, New Zealand).

Branka has more than twenty years of experience in teaching International Business Management, Asia-Pacific Business, International Economics and International Financial Management for both undergraduate and postgraduate students in Australia and New Zealand. She has also developed short courses in banking research for some corporate clients such as Commonwealth Bank of Australia. Branka is currently supervising a number of students doing Doctorates of Business Administration and regularly running research workshops for doctoral students and early career researchers. She is a reviewer for the Australian Research Council, European Union FP7 framework (Economic and Human Sciences panel) and the Belgium Scientific Fund.

Mode of delivery: virtual

Prerequisites and co-requisites: None

Course content:

International Finance is a dynamic and innovative industry that can be expected to play an increasingly important role in the creation of national and regional wealth. The discipline/profession of international finance is offering exciting opportunities for those students seeking careers within global financial institutions. The subject examines financial decision making in the international environment. It builds on and extends the domestic corporate finance

framework to the international dimension. The topics covered include the foreign exchange market, risk management and foreign investment analysis in international business.

Learning outcome:

After finishing this course student are expected to achieve:

1. An understanding of the basic concepts and terms in International Finance
2. Familiarity with the International Monetary System
3. A good knowledge of the functions foreign exchange markets, such as spot and forward exchange rates, hedging and speculation
4. A good knowledge of the techniques available for managing foreign exchange risk and exposure and being able to apply them to the firms operating in international environment

Recommended or required reading and other learning resources / tools:

Recommended text book is

Eiteman, D. K, Stonehill, A.I. and Moffett, M.H. (2013; 2016) Multinational Business Finance. 13th (14th)Global Edition/ Addison Wesley, Boston, Mass,

In addition, the handouts will be provided for each of the topics, and The Financial Times and Wall Street Journal will be provided in the class and used for discussing case studies.

Planned learning activities and teaching methods:

While the course discusses theoretical basis on the various issues, it relies on both empirical evidence and discussion of the multinational firms' activities. The teaching style is mostly lectures, video context, class discussions, practical examples of calculations, quantitative problem sets and case studies.

Assessment methods and criteria:

Assessment	Points
In class test	40.0
The Final exam	50.0
Attendance	10.0
Total points	100.00

Literature:

Will be uploaded on Moodle

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 6: Leadership Skills for the Global Manager

Course Title:	Leadership Skills for the Global Manager
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Richard McAndrew
E-Mail:	mcandrew@callutheran.edu

Bio:

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 11 years Richard has been adjunct faculty at FH Joanneum University in Graz Austria and INSEEC University in Lyon France where he lectures in International Business, International Negotiations, HR Leadership, Project Management and Information Technology at the graduate and undergraduate level.

Prior to CLU, Richard spent 12 years at Dun & Bradstreet Software (DBS) as a Vice President and Regional Manager for the western USA. 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.

Mode of delivery: virtual

Prerequisites and co-requisites: None

Course content: In today's global economy, managers are a commodity...but leaders are in short supply. Leadership can be defined as a process by which a person influences others to accomplish a common objective and directs the organization in a way that makes it more cohesive, coherent and of course more successful.

More than ever, the leadership process takes place on a global stage. Lessons of culture are the unique global lessons. Many lessons required for success as a leader appear to be much the same, whether the context is domestic or global. Leaders in either arena must learn to

establish credibility, build an effective team and create a shared vision. That's not enough! The shared vision must be implemented in a manner that moves the company forward.

This course will offer a comprehensive survey and analysis of the major concepts and methods of leadership. A focus will be given on the cultural aspects of leadership that have a major influence on organizational outcome. The successful global executive must possess **both** knowledge and active skills in the art and science of leadership. The course is designed, structured & delivered using a 3-level learning process:

Foundation: Students will be introduced to the key concepts of leadership theory through lecture & discussion. Empirical studies on leadership practices will be presented. Students will learn about emotional intelligence; why it is a leader's greatest asset and how it can be developed. A more recent and insightful study on "Why People Follow?" will also be examined. Students will be introduced to the "Dimensions of Leadership" that include:

- Economic Leadership (Country)
- Enterprise Leadership (Company)
- Managerial Leadership
- Individual Leadership

Examples of the practical application of these dimensions will be discussed with the greater focus on Managerial & Individual Leadership Dimensions.

Method: Although leadership is a complex form of human behavior, most of what we think of as leadership is learned and, therefore, can be taught. Students will be introduced to proven and practical leadership methods for delegation, decision making, situational management, performance feedback, change management and leadership in crisis. A key focus will be on building and maintaining a collaborative global workplace. These methods are ideal for solving the "complex unstructured problems" that global leaders face today.

Application: Applied methodology and hands-on activities that foster development of leadership skills will be utilized. To develop their skills, students will be given case studies with international business considerations; individual and group exercises that illustrate the concepts presented. By blending knowledge with real-life experience, the class will prepare the students to function as strong, imaginative & ethical leaders.

Completion of this class will provide business students with an in-depth understanding of the leadership process and a working competency of effective leadership methods.

Final Thought: Don't wait until you're in a management position to start developing your leadership skills. The development process needs to start now!

Learning outcome:

1. To be knowledgeable about leadership concepts & principles in a global context.
2. Understand & recognize the lessons of culture that impact the global leader.
3. Examine the role of the global leader in enterprise strategy development and understand & describe “Why People Follow”.
4. To understand the important differences between a Leader and a manager.
5. Identify & describe examples of Global Economic Leadership & Global Enterprise Leadership.
6. To examine and practice managerial leadership softskills for creating mission, organizational consensus, critical thinking, experienced based recruiting, situational management, decision making and dealing with failures
7. To develop & practice leadership fluency through team presentations, written assignments and role play.
8. To examine and assess real world examples of “Leadership in Crisis” through team case study.
9. To challenge & motivate students to continue to develop individual leadership skills.

Recommended or required reading and other learning resources / tools: Materials from scholarly Journals (Harvard Business Review) and other business publications will be provided to students.

Planned learning activities and teaching methods

Suggested Topics	Readings
Welcome, Class Introduction, Form Teams, Leadership Messages, Team Exercise: Define Your Leadership Dimension	Kodak vs. Fujifilm, Harvard Case Study-Leadership in Crisis
Lecture: Individual Leadership	
Lecture: Managerial Leadership I	Top 10 Leadership Mistakes
Lecture: Managerial Leadership II, Critical Thinking, Creating Mission, Team Exercises & Role Play	The Benefits of Top Down Thinking, 6 Critical Thinking Skills You need to Master
Reengineering & Change Mgmt, Assessing Your Leadership Style Quiz Week#1	Reengineering Revisited
Leadership Toolbox I - The Upside of Down...How to Fail!	The Acceleration Trap
Leadership Toolbox II-Experienced Based Recruiting Economic Leadership, Team Exercise	Global Competitive Report 2016-17
Leadership Toolbox III - Situational Management Team Presentations:Enterprise Leadership Leadership Essay Due	
Team Presentations: Harvard Case on Leadership in Crisis, Final Exam Prep & Review, Leadership Essay due.	
Team Exercise: Lessons Learned (Team & Personal), Final Exam	

Assessment methods and criteria:

Assessment	Points	%
Team Presentation: Defining Leadership Dimensions	20	10%
Individual: Quiz	10	5%
Team Presentation: Enterprise Leadership	40	20%
Team Presentation: Harvard Case Study	40	20%
Individual: Essay on leadership	30	15%
Team Exercise: Lessons Learned Team Exercise	10	5%
Individual: Final Exam (Open Book)	40	20%
Individual: Active Participation in class & Attendance	10	5%
Total Points	200	

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriedigend	Satisfactory
70-61	4	Genügend	Sufficient
60-0	5	Nicht Genügend	Failed

Literature: See above

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

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Module GBP 7: The Chinese Business and Management

Course Title:	The Chinese Business and Management
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle
Mode of Delivery:	virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Fuming Wang
E-Mail:	-

Instructor Bio

Fuming Wang was born in Henan Province, the People's Republic of China (PR China). He received his Master degree in International Management (MIM) from American Graduate School of International Management, Phenix, Arizona, USA and his Bachelor degree in Economics from University of International Business and Economics (UIBE), Beijing, PR China.

Fuming Wang is currently a professor at school of Business Administration, University of International Business and Economics, teaching courses of "Chinese Business and Management", "Project Management", "International Business and Trade", and "International Management", as well as project-based researches involving operation of multinational companies in China, Impact of China's Entry into WTO on the Chinese Economy. He used to work as a Deputy Dean of Public Administration School, and Director of World Trade Training and Policy Research Centre, UIBE; and Deputy Secretary-General of China Multinational Enterprises Research Association. Over the last 18 years, he has also been involving consultation for a number of joint ventures and domestic enterprises for their business development strategies. In addition, he has also conducted some international research projects, such as EFTT, Chinese Corporate Governance, World Trade Policy and National Tariff Policy Reform.

Mode of delivery: virtual

Prerequisite and co-requisites: None

Course Contents

The Chinese Business and Management examines the Chinese economic situation and business environment that provides companies with a good opportunity to enter into the largest market with appropriate strategies at the business-level, corporate-level and

international-level. The course's primary goal is to introduce students the Chinese economic reforms and potential opportunities for business with a good knowledge of the style of Chinese Management; It helps companies to choose appropriate types of strategies to establish business facilities under corporate and international framework to implement their international strategies. Students are expected to develop the ability to: 1) understand the Chinese business environment; 2) build on the specific, functionally-oriented knowledge about the Chinese management; 3) apply the critical thinking skills required to analyse complex business situations and implement practical responses at corporate and international levels ; and, 4) meeting the challenges and grasp opportunities to do business with China, through which corporate competitiveness could be developed in increasingly global context through capability-building of skills and acknowledge to deal with difficult issues in environment, cultures and politics.

Learning Outcome:

10. understand the Chinese business environment;
11. build on the specific, functionally-oriented knowledge about the Chinese management;
12. apply the critical thinking skills required to analyse complex business situations and implement practical responses at corporate and international levels;
13. meet the challenges and grasp opportunities to do business with China, through which corporate competitiveness could be developed under global context.
14. be familiar with the skills and practice in dealing with cross-cultural issues in business with China

Recommended or required reading and other learning resources/tools:

1. Henk R. Randau • Olga Medinskaya (2015) China Business 2.0 (1th Edition)
Switzerland: Springer
2. Materials to be provided
3. Cases to be provided
4. Materials on the websites:
www.Mofcom.gov.cn
www.stats.gov.cn
www.customs.gov.cn
5. Other materials to be provided during class sessions

Planned learning activities and teaching methods:

Day	Date	Topics	Readings
1	Nov 18	Examine the social Environment for business Describe the structure and Administration of the government and the related organization Examine the political system and legal rules	Materials and cases to be provided
2	Nov 19	Examine the business environment in the fast growing market. Identify key strategies in the Chinese economic development. Describe important contributors of the Business prosperity. Demonstrate.	Materials and case to be provided
3	Nov 20	Examine the position of international trade, FDI, and home consumption and E-Business in China. Identify the bubbles and solutions in real estate markets.	Materials and cases to be provided
4	Nov 21	Examine the financial reform and influence on the business. Analyze negative impact of corruption on the business The Chinese Management practice and skill Discuss influence of the Chinese culture on business and management	Materials and cases to be provided
5	Nov 22	Strategy for market entry in China. Describe technique of negotiation and communication New drivers of the Chinese economic development and business opportunities in China Presentation of group projects	Materials and cases to be provided
	Nov. 23	Deadline for Submitting individual paper and group project	fm_wang@363.net

Teaching Methods

Student centered, inquiry-based learning and teaching approaches including lectures, self-learning, case studies, group project, discussion, and presentation.

Assessment methods and criteria

Assessment : Short analysis and proposed solution to a case study (20%) and Presentation of group project (25%) along with a thesis (40%) and Attendance (15%)

Written Assignment:

A thesis should focus on one of the suggested topics related to the Chinese business and management to be distributed in class on 1st day of lectures. Minimum length of a thesis is 5 pages in A4. The details of requirements are provided in class.

Grading Policy

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriediegend	Satisfactory
70-61	4	Genuegend	Sufficient
60-0	5	Nicht genuegend	Failed

Assesment	Points
Attendance in class	15%
Presentation	25%
Group Project	20%
Individual Paper	40%
Total points	100

Literature & Course Policies:

Additional materials will be provided in class if necessary.

Written Exam: Non

Extra credit: not possible

Class attendance: mandatory attendance of 85%

Document upload and naming conventions*:

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 8: Introduction to B2B Marketing and Selling

Course Title:	Introduction to B2B Marketing and Selling
Course Type:	Optional
Course Cycle:	Bachelor
Mode of Delivery:	face/ face, virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Denny Seiger
E-Mail:	Denny.Seiger@fh-joanneum.at

Instructor Bio

Mr Denny N. Seiger has worked in international marketing and sales for over 30 years. He holds a Master's degree (Magister) in Business Administration from University of Commerce (Wirtschaftsuniversität) in Vienna and is Sloan Fellow of the London Business School. Before joining the faculty at FH-Joanneum he held senior management positions in Austrian SME's, including Head of OEM Business at a world leading manufacturer of professional audio equipment; Marketing Director at a supplier of industrial products and subassemblies to the automotive, communications and robotics industry and Managing Partner in a digital communications agency. Denny has lectured B2B marketing at the University of Stockholm School of Business (Sweden) and institutions in Spain, Turkey and Slovenia. He is also academic director of the Top-Diploma course on Sales & Account Management at the WIFI (Austria's largest adult education organisation) and sales consultant for a company specializing in digital learning solutions.

Mode of delivery:

Face-to-face, self-study

Prerequisites and co-requisites:

Knowledge about marketing (at least the 4P concept)

Course content: The course follows the content of selected chapters of the book Business Marketing Management by Michael Hutt, Thomas W. Speh and covers these subjects

Day		Subject	Material
1		Introduction	Relevant chapter in the course literature, literature distributed on Moodle (online learning platform)
2		Business marketing vs. consumer marketing, characteristics of business markets, marketing's cross functional relationships, the supply chain and the importance of relationships, derived/fluctuating/stimulating demand, price elasticity, accelerator effect	Relevant chapter in the course literature, literature distributed on Moodle (online learning platform)

3		Organizational buying behaviour, the buying process, the buy-grid and impacts on strategy, influencing forces on the buying behaviour, the buying center. Relationship marketing: types of relations (transactional - value added - collaborative), customer profitability. Inter firm relationships and networks, relationship portfolio management, the IMP model, approaches to business marketing strategy, resource-based view, rational planning approach, and strategy as management of networks.	Relevant chapter in the course literature, literature distributed on Moodle (online learning platform)
4		Highlighting some elements of the marketing mix (product, price,..)	Relevant chapter in the course literature, literature distributed on Moodle (online learning platform)

5		Highlighting some elements of the marketing mix (place, promotion)	Relevant chapter in the course literature, literature distributed on Moodle (online learning platform)
7-10		4 Seminars with practical exercises, case studies etc.	Seminars will be held by industry practitioners. Participation is mandatory.
		Final Exam	

Learning Outcome

Upon successful completion of the course students will be able to understand the most significant differences and similarities between B2B and B2C markets. They will be able to apply and evaluate selected instruments for the analyses and formulation of B2B marketing plans. Moreover, students will be able to make informed suggestions for solutions for specific challenges in b2b marketing and critically review these.

Recommended or required reading and other learning resources / tools:

Mandatory literature: 1) Michael Hutt, Thomas W. Speh, Business Marketing Management, EMEA, 2004 edition or later (selected chapters). 2) All material uploaded by the lecturer to the e-learning platform and marked as "mandatory".

Planned learning activities and teaching methods: Learning takes place in three ways: Firstly, core material is presented and then discussed in the lectures, active participation of students is expected. Secondly, students are required to elaborate on any of the material that the lecturer presented by posting to an online discussion forum after each lecture and before the next lecture. Students gain scores according to the quality of the postings and the total score is part of the final grade. Thirdly, a test is held at the beginning of each lecture about the issues covered in the course literature and the lecture. The focus of each test will be on the issues of the most recent lecture (as per above plan).

Assessment methods and criteria: Factors and weight contributing to final grade:

- 1) 30%: Total points gained in Online Forum postings after each classroom session.
- 2) 30%: Performance in seminars.
- 3) 40%: Three best of the four computer-based exams at the beginning of lecture 2,3,4 and 5 (Bring your own device: Laptop, Tablet or Mobile Phone, with Moodle App installed).

Grading Policy

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriediegend	Satisfactory
70-61	4	Genuegend	Sufficient
60-0	5	Nicht genuegend	Failed

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 9: International Methods of Dispute Resolution

Course Title:	International Methods of Dispute Resolution
Course Type:	Optional
Course Cycle:	Bachelor, Master
Mode of Delivery:	face/ face, virtual
Semester:	Winter term 2020/2021
Credits:	2,5 ECTS
Name:	Doris Kiendl
E-Mail:	Doris.Kiendl@fh-joanneum.at

Instructor Bio

Prof. Kiendl is chair of the Institute of International Management at FH JOANNEUM. Her teaching and research focuses on International Business Law and European Union Law. She has a J.D. of the University of Graz and a Master of Laws Degree of the European University Institute, Florence. She has served as a visiting professor in numerous universities worldwide, e.g. in New Zealand, Australia, Vietnam, U.S.A., France, Finland, Burkina Faso or Slovenia.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

Overview of Topics and Schedule of Topics and Activities*

Day	Date	Topics	Readings
1	November 9	Overview of legal methods of dispute resolution	tba
2	November 10	Negotiation and Mediation	tba
3	November 11	Arbitration	tba
4	November 12	Litigation	tba

5	November 13	Summary and Examination	
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Student Learning Objectives/Outcomes

Upon completion of this course, the students will

- Know the meaning and differences of various legal methods of dispute resolution (negotiation, mediation, arbitration, litigation)
- Be able to apply basic concepts of negotiation and mediation in an international setting
- Know the key characteristics of arbitration, such as arbitration clauses, the composition of an arbitral tribunal, arbitral awards and the enforcement of arbitral awards
- Know the key characteristics of litigation, such as jurisdiction of courts, proceedings, judgments, appeals and international enforcement of judgments
- Be able to solve simple cases on international dispute resolution

Teaching Approach

This course will apply a mix of different methods, such as case studies, presentation of the lecturer, group work and role plays.

Required Textbooks and Materials

To be announced

Suggested/Additional Course Materials

tba

Grading Policy

%			
	numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriedigend	Satisfactory
70-61	4	Genügend	Sufficient
60-0	5	Nicht Genügend	Failed

Assessment*	Points
Active Participation	30
Written Exam	70
Total points	100

Course & Instructor Policies

Make-up exams: according to the examination rules of FH JOANNEUM, students are eligible to take a make-up exam

Extra credit: not possible

Class attendance: mandatory attendance of 80%

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM after the course completion each course is to evaluate by the students <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.

Module GBP 10: International Marketing

Course Title:	International Marketing
Course Type:	Optional
Course Cycle:	Bachelor, 1st cycle, Master 2nd cycle
Mode of Delivery:	face/ face, virtual
Semester:	Winter term 2020/2021
Credits:	5 ECTS
Name:	Hildegard Liebl
E-Mail:	Hildegard.Liebl@fh-joanneum.at

Instructor Bio

Hildegard Liebl was born in Vienna, Austria. She received her Master's in Business Administration (specialisation: Marketing and HR) at the Vienna University of Business Administration and Economics (WU Wien) after studying at Miami University, Oxford, Ohio. From 93 to 01 she worked as a product/brand manager for Unilever, concentrating on all kinds of marketing issues for Frozen Food and margarine business. During this time she managed to launch 30 new products within the Austrian retail trade with strong focus on the needs and demands of the Austrian consumer. From 01 to 03 she was Marketing Manager and Business Unit Manager at the biggest frozen food producer in Austria (Austria Frost). She built up a marketing department and started business in CEE, mainly in Czech, Hungary and Slovenia. Between 03 and 05 she was Marketing Manager for Danone Austria, further developing strong brands like Actimel. Hildegard Liebl is currently a senior lecturer at the Joanneum University of Applied Sciences (FH Joanneum) in Graz, teaching courses in Marketing.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Students ideally have some basic knowledge of marketing management/None

Course Description/Content

Global marketing is marketing's response to the fact that markets around the world sometimes show increasingly similar, yet sometimes differing characteristics and therefore need to be targeted in a globalized or localized way. The marketing activities of the modern company have become increasingly internationalized. Marketing across national borders is one of the most challenging fields in business today.

In this course, we will discuss the scope and challenge of international marketing and draw the distinction between international, global and multinational marketing. We will deal with

the reasons for growing globalization of markets as well as the cultural environment of global markets. In a next step, we will learn how to assess global market opportunities, what needs to be considered when conducting marketing research and how to enter new foreign markets. Aside of the consideration of international marketing programs and application, we will focus on international branding as a special topic.

The primary teaching method will be lectures, group discussion and group problem-solving. Assignments will stimulate your thinking and understanding. We will leverage the different cultural backgrounds of the participants and learn from each other through class discussion.

By the end of this course students will appreciate how the international marketing environment differs from their domestic environments and understand the complexity of the international marketplace as well as be familiar with current issues in international marketing.

Date	Time	Topics	Assignments (preparation for class), textbook chapters
Lecture 1 Monday Then Hauptplatz	09.15-10.15	Course Overview Introduction Ass.1: Explore the Austrian Marketing Landscape	Chapter 1
Lecture 2 Tuesday	09.15-13.00	Assignment 1 How to Promote Products in Foreign Markets? Communication platforms Advertising and culture International coordination	Ass. 1: Explore the Austrian Marketing Landscape
Lecture 3 Wednesday	09:15 – 13:00	Cultural Factors influencing global marketing Intercultural Aspects and Hofstede criteria	Chapter 4

Lecture 4 Thursday	09:15-13:00	The marketing environment & Global Marketplace Micro and macro environment Global marketing environment	
Lecture 5 Friday	09:15-13:00	Consumer markets and consumer behaviour Cultural factors Social factors Personal factors Psychological factors Buying decision process	Chapters 8, 9
Lecture 6 Monday	09:00-13:00 09:15 – 13:00	How to Design Products for Foreign Markets? Product Development Adaptations to Products Globalization (Standardization) vs. Localization (Adaptation) Lifecycle International Product Portfolio	Chapters 10, 11 Chapter 13
Lecture 7 Tuesday	09:15 – 13:00	How to build a global brand: global branding issues: International Branding / Different Positioning Country of Origin-Effect Brand Bundling / Ingredient Branding	

Lecture 8 Wednesday	09:15 – 13:00	In class assignments Market research	
Lecture 9 Thursday	09:15 – 13:00	Market research, (continued) Presentation assignment 2,	Ass. 2
Lecture 10 Friday	9:15 – 11:00	Exam	

Student Learning Outcomes

At the completion of the course, students should have

- an understanding of the issues to consider when developing a marketing program outside their geographical home market
- know different marketing related topics which have to be taken into consideration when a company enters a new market
- a better grasp of techniques to evaluate different marketing problems and be familiar with cultural issues
- a confidence in their personal ability to solve problems in the area of International Marketing.

Teaching Approach

This course will combine theory / lecture elements with more practical work elements.

In order to fully benefit from this course, you are expected to

- solve the appropriate assignments before class
- participate in class discussions and class exercises, share your knowledge and experience with each other

Required Textbooks and Materials/Literature:

Textbooks:

- Kotabe, Masaaki / Helsen, Kristiaan: Global Marketing Management, 7th edition, John Wiley & Sons, New York et. al. 2017
- Keller, Kevin Lane: Strategic Brand Management, 4th edition, Pearson, Harlow 2013
- Rosenbaum, Richard / Percy, Larry / Pervan, Simon: Strategic Brand Management, 4th edition, Oxford University Press, Oxford, 2018

Suggested Supplemental Materials for Background Reading

- Albaum, Gerald/Duerr, Edwin: International Marketing and Export Management, 8th edition, Prentice Hall, Essex UK 2016
- Czinkota, M. / Ronkainen, I., Zvobgo, G.: International Marketing, 9th edition, Harcourt College Publishers, Orlando 2011
- Kotler, P.; Keller, K.; Brady, M.; Goodman, H.; Hansen, M.: Marketing Management, 3th edition, Prentice Hall, Englewood Cliffs 2016
- Usunier, J.-C.: Marketing Across Cultures, 6rd edition, Financial Times Prentice Hall, Essex 2013

Planned Learning activities and teaching methods:

Face-to-face in class lectures, group discussions, in class assignments and group assignments, E-Learning sessions, Final exam;

Assessment, Assignments & Academic Calendar

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

Assesment methods and criteria:

(including percentages for assignments and its weighting, grade scale, etc.)

%			
	Numeric	German	English
100 - 93	1	Sehr Gut	Excellent
92-85	2	Gut	Good
84-71	3	Befriedigend	Satisfactory
70-61	4	Genügend	Sufficient
60-0	5	Nicht Genügend	Failed

Assessment*	Marks
Assignment 1	25
Assignment 2	40
Final Exam	60
Class Participation	25
Total Marks	150

Course Evaluation

According to the policy of the Institute of International Management at FH JOANNEUM, after the course completion each course is to evaluate by the students: <https://actions.fh-joanneum.at/login.do?locale=en>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor and according to the Examination Rules of FH JOANNEUM, University of Applied Sciences.