

COURSE DESCRIPTION

SOCIAL MEDIA MANAGEMENT

2014/2015



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Social Media Management

	ECTS Credits	Semester Hours	Semester					
			1st	2nd	3rd	4th	5th	6th
ACCOUNTING								
BUSINESS CALCULATIONS	2	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRINCIPLES OF ACCOUNTING	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCIAL ACCOUNTING	4	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GENERAL COST ACCOUNTING	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BALANCE SHEET ANALYSIS	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONTROLLING I	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STATISTICS I	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONTROLLING II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STATISTICS II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUSINESS ADMINISTRATION								
PRINCIPLES OF BUSINESS ADMINISTRATION	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS PRACTICE								
GENERAL BUSINESS INTERNSHIP	5		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL BUSINESS INTERNSHIP	5		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMUNICATIONS								
COMMUNICATION TECHNIQUES	1	9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRESENTATION TECHNIQUES	1	9	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEGOTIATION TECHNIQUES	1	9	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPUTER SCIENCE								
POWERPOINT	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORD PROCESSING, MS WORD	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPREADSHEET PROGRAMMES - MS EXCEL	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DATA BASES	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDP - CASE STUDY	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HTML - CONSTRUCTION OF INTERNET PAGES	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTRO TO MULTIMEDIA	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ECONOMICS								
PRINCIPLES OF ECONOMICS	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCE AND INVESTMENT I	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCE AND INVESTMENT II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL ECONOMICS	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ENGLISH								
BUSINESS ENGLISH I	5	60	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH II	5	60	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	ECTS Credits	Semester Hours	Semester					
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BUSINESS ENGLISH III	5	60	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH IV	5	60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH V	5	45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH - INTERNATIONAL EXAM	1	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EUROPEAN STUDIES								
EUROPEAN STUDIES	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRENCH								
FRENCH I	2	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRENCH II	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRENCH III	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRENCH IV	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRENCH V	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GERMAN								
BUSINESS CORRESPONDENCE I (in German)	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GERMAN: WRITING WORKSHOP	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACADEMIC WRITING	1	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS CORRESPONDENCE II (in German)	2	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LAW								
INTRODUCTION TO THE AUSTRIAN LEGAL SYSTEM	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUBLIC AND PRIVATE LAW	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMERCIAL LAW	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LABOUR AND EMPLOYMENT LAW	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TAXATION	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MANAGEMENT								
MANAGEMENT	4	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
APPLIED MANAGEMENT	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LABOUR, BUSINESS AND ORG. PSYCHOLOGY	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUMAN RESOURCE MANAGEMENT	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL MANAGEMENT	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL PROJECT MANAGEMENT	1	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MARKETING								
PRINCIPLES OF MARKETING	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MARKETING-MIX	3	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
APPLIED MARKETING	3	9	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL MARKETING	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	ECTS Credits	Semester Hours	Semester					
			1st	2nd	3rd	4th	5th	6th
OFFICE MANAGEMENT								
OFFICE AND PROJECT MANAGEMENT 1	2	22	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OFFICE AND PROJECT MANAGEMENT 2	2	22	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESEARCH								
RESEARCH - DEFENSE OF PROJECT PAPER/DIPLOMA T	1	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PROJECT PAPER	6	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESEARCH DIPLOMA THESIS	8	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA MAN								
INTRODUCTION TO SOCIAL MEDIA	3	20	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA LAW	1	12	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA MANAGEMENT	2	12	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA MARKETING	2	12	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BLOG MARKETING	2	12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA CONTROLLING	2	12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA FOR HR	2	12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
APPLIED SOCIAL MEDIA	2	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA TRENDS	1	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SPANISH								
SPANISH I	2	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH II	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH III	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH IV	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH V	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STUDIES ABROAD								
STUDIES ABROAD	20	> 225	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Course Description

Social Media Management



Course Title

BUSINESS CALCULATIONS

Course Field

ACCOUNTING

Semester Hours ECTS Credits

30 2

Code Prerequisites

ACC none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

To provide the student with a range of mathematical processes in practical business situations.

Course Description

This is a first-semester, introductory course to Business Math:

Percentages, discounts, profit and loss
simple interest
compound interest, present value
business calculation for the merchandising enterprise
business calculation for the industrial enterprise
cost accounting - fixed and variable costs
- break-even point

Text

EWS script; exercise materials with answer key

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
Attendance is mandatory.

Course Description

Social Media Management



Course Title		Semester Hours	ECTS Credits
PRINCIPLES OF ACCOUNTING		30	3
Course Field		Code	Prerequisites
ACCOUNTING		ACC	none
Programme:	Education type:	Semester:	
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st <input checked="" type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/>	<input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/>	<input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture		

Course Objectives

The student's ability to use, analyse and prepare accounting statements and data in accordance with basic accounting practices using applicable tax laws.

Course Description

Introductory course for the non-business student to the basic principles of accounting.
 Introduction to the purpose and nature of accounting
 financial statements
 processing accounting information
 Accounting Systems: General Ledger
 Basics of double-entry bookkeeping
 Cash, Receivables and Temporary Investments
 Inventories, Plant Assets and Intangible Assets
 Payroll, Notes Payable and other Current Liabilities
 Accounting for a Merchandising Enterprise
 Purchases, Sales and Inventory,
 Pretax, VAT
 Adjusting entries for discounts, rebates, credits and returns
 Subsidiary Ledgers
 Special accounting classes
 Current accounts
 Accounting of payment transfers by checks, draft
 Accounting for an Industrial Enterprise
 Annual Statement of Accounts, (Accounting Procedure at Year End)
 Depreciations, Deferrals, Closing Accounts at End of Year, Cycle for Various Types of Enterprises
 Balance Sheet - Principles / Valuation

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. wuv Universitätsverlag
 20. Auflage 2013

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
 Attendance is mandatory.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FINANCIAL ACCOUNTING	30	4
Course Field	Code	Prerequisites
ACCOUNTING	ACC	Principles of Accounting
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To gain a thorough understanding of intermediate financial accounting in theory and practice.

Course Description

The second part of accounting builds upon the previous semester and focuses on more advanced cases and topics in financial accounting.

Analysis of financial statements;
the recording process
adjusting entries

Special entries: transport- and delivery cost, returns, adjustment of proceeds
payment transactions incl. bills receivable and notes payable, credit cards

closing entries:
valuation of assets: current and long-term assets and liabilities and related expenses,
depreciation of fixed assets
deferred items
allocation to reserves;

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. wuv Universitätsverlag
20. Auflage 2013

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
Attendance is mandatory.

Course Description

Social Media Management



Course Title

GENERAL COST ACCOUNTING

Course Field

ACCOUNTING

Semester Hours ECTS Credits

30 3

Code Prerequisites

ACC Principles of Accounting

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To give the business student an overview of the importance of cost accounting to businesses.

Course Description

Introduction to the purpose and nature of accounting. This course aims to introduce the business student to the principles of cost accounting.

Definitions and terms

Introduction to cost terms, cost allocation, job order and process-costing systems;

personnel costs

allowance for depreciation (writeoff)

calculatory interest

summary operating statement

Direct costing

breakdown of costs

ascertainment of optimum production- and sales programme

contribution margin accounting

price floor, critical quantities, break-even-point.

Text

Script by EWS; Collection of cost accounting exercises.

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.

Attendance is mandatory.

Course Description

Social Media Management



Course Title

BALANCE SHEET ANALYSIS

Course Field

ACCOUNTING

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC Principles and Financial

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To provide students with a basic understanding of how to read and evaluate corporate balance sheets.

Course Description

Analysis of various balance sheets, their individual entries, profit and loss statement, annex and company's report and their meaning as a measure of a company's economic well-being.

General comments on ratio analysis, uses of financial statement data and analysis, tools and techniques of financial analysis; selected ratios in detail

Discussion of various annual reports of Austrian and multinational companies.

Text

Script by EWS; Annual Reports;

Evaluation

60 % written final exam, 40 % active participation and homework.
Attendance is mandatory.

Course Description

Social Media Management



Course Title

CONTROLLING I

Course Field

ACCOUNTING

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC Principles of Accounting

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To give the student an overview of the interdisciplinary responsibilities of the controller to see that business operates in the most cost-effective way.

Course Description

Introduction and aims of controlling, corporate objectives model; operational and strategic goals;

The controller: responsibilities and job description

Analysis of objectives, operational goals,

direct costing - profit center

portfolio analysis, ABC-analysis, SWOT analysis, gap analysis

treasury management

Text

script by EWS

Evaluation

60 % written final exam, 40 % active participation and homework.

Attendance is mandatory.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
STATISTICS I	15	1
Course Field	Code	Prerequisites
ACCOUNTING	ACC	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Course Objectives

Enable the student to use statistical analysis and methods in his studies of business administration and management.

Course Description

This course provides an overall picture of the scope and structure of business statistics. The objective of the course is to introduce students to the basic concepts and procedures they will need to:

- evaluate such daily inputs as organisational reports and media articles and commentaries
- improve their ability to measure and cope with changing conditions both at home and on the job
- improve their ability to make better decisions over a wide range of topics

Subject matters covered:

- Introduction to business statistics
- Frequency distributions
- Measures of central tendency
- Measures of dispersion and skewness
- Absolute and relative probability
- Sampling
- Estimation
- Hypothesis testing
- Analysis of variance
- Time-Series analysis
- Regression and correlation analysis

Text

exercise materials, compilation of relevant formulas

Evaluation

Final written exam

Course Description

Social Media Management



Course Title

CONTROLLING II

Course Field

ACCOUNTING

Semester Hours ECTS Credits

15 2

Code Prerequisites

ACC Controlling I

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Familiarise the student with the quantitative tools of the controller;

Course Description

- Review of Controlling I
- Corporate budget
- Return-on-investment (ROI) analysis, leverage effect
- Static and time-adjusted capital budgeting
- Investment planning and investment decision
- Examples of capital budgeting and parameters
- Strategic and operative controlling
- Case studies

Text

Script

Evaluation

60 % written final exam, 40 % active participation and homework.
Attendance is mandatory.

Course Description

Social Media Management



Course Title

STATISTICS II

Course Field

ACCOUNTING

Semester Hours ECTS Credits

15 2

Code Prerequisites

ACC Statistics I, Excel

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

This course is intended as an introduction to the analysis of empirical data gathered by students for their diploma paper. The student should easily use standard software programmes for the data analysis

Course Description

- Brief overview of selected methods of inferential statistics

- analysis of correlations
- significance testing
- t-test, chi-square-test
- factor analysis
- discriminant analysis

- Application of these methods on selected real-life data through the MS-EXCEL programme.

Text

handouts

Evaluation

Students need to participate actively in this class (data gathering, analysis and interpretation on their own with supporting material and information by the lecturer).
One final exam - practical exercise.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>PRINCIPLES OF BUSINESS ADMINISTRATION</u>	30	3
Course Field	Code	Prerequisites
BUSINESS ADMINISTRATION	BUS	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th

Course Objectives

To enable the student to understand current business affairs, to comment on business articles in the press, applying theoretic concepts of the course; introduction to "economic thinking".

Course Description

In this introductory course, the student is acquainted with contemporary business administration theory as a separate scientific discipline.

General concepts are discussed

- needs and wants
- goods
- markets
- legal forms of business units and criteria for the appropriate choice
liability, capital formation, access to capital markets, etc.,
- research
- cycle of production
- purchasing, warehousing, production and marketing of goods
- finance and investment.

Analysis of current Austrian and international economic events and institutions, using the daily press for discussion of appropriate articles.

Text

Script by EWS "Principles of Business Administration", handouts

Evaluation

Written Exam (40%) and one Oral Exam (40%); 20% active participation. Attendance is compulsory.

Course Description

Social Media Management



Course Title

GENERAL BUSINESS INTERNSHIP

Course Field

BUSINESS PRACTICE

Semester Hours ECTS Credits

5

Code Prerequisites

PRAC completion of 1st year

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To apply the knowledge and skills gained in the first year of the programme.

Course Description

This is the first of two compulsory general business work placements (internships), minimum duration 8 weeks full-time employment each.

Text

Evaluation

A written confirmation from the work placement provider must be turned in to EWS. Students have to hand in a written report.

Course Description

Social Media Management



Course Title

INTERNATIONAL BUSINESS INTERNSHIP

Course Field

BUSINESS PRACTICE

Semester Hours ECTS Credits

5

Code Prerequisites

PRAC completion of 2nd year

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Application of general business skills in a different business environment; improvement of the second foreign language, experience of a new cultural environment.

Course Description

This is the second work placement (internship), which is compulsory for the three-year programmes of EWS. It is strongly recommended that this second work placement take place abroad, anywhere within the EU or even outside. Students should choose an English-speaking country if their language skills in English still need some improvement; otherwise, students should choose a country of their second foreign language - primarily Spanish or French - in order to improve the learning of this second foreign language. This internship may be combined with an intensive language class in the country.

Text

Evaluation

Detailed evaluation of the work placement provider -in most cases, this internship will be supported by EU-funds from the Leonardo-da-Vinci programme, which requires close monitoring of the student's progress.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
COMMUNICATION TECHNIQUES	9	1
Course Field	Code	Prerequisites
COMMUNICATIONS	COM	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input checked="" type="checkbox"/> Seminar
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial
	<input type="checkbox"/> Lecture	
		1st 3rd 5th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		<input checked="" type="checkbox"/> Winter Sem.
		<input type="checkbox"/> Summer Sem.

Course Objectives

Development of skills like perception, speaking, language and listening

Instructional Methodology: moderation, discussions, lectures, one-on-one and group exercises, role playing with video analysis

Course Description

Introductory overview of the subject speech communication; the course focuses on the practical side as it applies to business settings.

In small groups of students, the framework and criteria for positive, effective communications are discussed.

Principles of speech communications (contents and structure)
rules for successful argumentation
active listening, correct presentation of facts
verbal and non-verbal communications
negotiating (opening of a talk, goal-oriented argumentation, handling objections, positive conclusions, etc)
mastering of criticism

practice-oriented analysis of one's own strengths and weaknesses through video- and feedback exercises.

Text

EWS Script: Argumentation techniques

Evaluation

Attendance and participation 100%

Course Description

Social Media Management



Course Title

PRESENTATION TECHNIQUES

Course Field

COMMUNICATIONS

Semester Hours ECTS Credits

9 1

Code Prerequisites

COM Speech Communication

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester:

1st 3rd 5th Winter Sem.

Summer Sem.

2nd 4th 6th

Course Objectives

To improve the student's communicative competence in various business settings and to stress the importance of a professional appearance. The goal is to present ideas, services and products but also oneself in an interesting and clear manner.

Course Description

A skills approach to effective presentation.

Students prepare and deliver original presentations
focus is on posture, gestures, eye-contact, speech, dress, use of technical aids
such as overhead-projector, flip chart, computer-assisted presentations using the
PowerPoint programme

Structure of a presentation

Presentation of abstract contents - how to visualise, effective use of media

Presentation of concrete presentation tasks within the personal working environment -
video-analysis of at least one presentation.

Text

EWS Script: Presentation techniques

Evaluation

Presentations during seminar.

Course Description

Social Media Management



Course Title

NEGOTIATION TECHNIQUES

Course Field

COMMUNICATIONS

Semester Hours ECTS Credits

9 1

Code Prerequisites

COM none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Students will master different situations in business by applying various communication techniques

Course Description

Rhetorics
Creative thinking
negotiation techniques
interview techniques
conflict management

Text

Handouts

Evaluation

Class participation

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
WORD PROCESSING, MS WORD	15	2
Course Field	Code	Prerequisites
COMPUTER SCIENCE	CSC	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To provide the students with a thorough knowledge and understanding of the most important operating systems (Windows 7) in current use for personal computers, to let him install and use confidently a computer programme. Ability to use a current word processing programme.

Course Description

WORD PROCESSING

input typing, text revision, search and replace; review of instruction manual; formatting/layout of document applications, tabs, tables, page formatting, line drawing, positioning of text and graphics, shortcut keys, glossaries, styles, headers/footers, merge documents, data merge letters

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
POWERPOINT	15	1
Course Field	Code	Prerequisites
COMPUTER SCIENCE	CSC	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

Students are able to draft and demonstrate an individually created animated presentation.

Course Description

- Create transparencies for presentation using the graphics programme POWERPOINT,
 - Creating and modifying objects and their properties,
 - Construction of difficult figures out of basic objects,
 - Copying & duplication of objects,
 - Group function,
 - Text-based slides,
 - Add cliparts and drawings to existing texts,
 - Draw organisational charts,
 - Charting function;
 - Preparation of a set of transparencies for a complete presentation (transition effects, animations),
 - Hyperlinks within a presentation.
-

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>SPREADSHEET PROGRAMMES - MS EXCEL</u>	30	2
Course Field	Code	Prerequisites
COMPUTER SCIENCE	CSC	2nd semester standing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To enable students to work with spreadsheet programmes confidently

Course Description

This is a second semester computing course

SPREADSHEETS (EXCEL)

Create or load a spreadsheet from backing store and use the command facilities to enter, delete, replace, copy data and change format; create and use formulae; Mathematical functions; Create, edit, print business graphics/charts; transfer spreadsheets or graphics to and from other programmes.

Emphasis will be on solving a variety of business problems using spreadsheets but also on applying the full scope of spreadsheet programmes' functions to a variety of business problems within a given time frame. The student will learn to input data into various spreadsheets and to combine this information as needed, e.g. in a profit and loss statement.

Text

hand-outs - collection of EXCEL-exercises
summaries of training minutes on each topic presented

Evaluation

Final exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
DATA BASES	30	2
Course Field	Code	Prerequisites
COMPUTER SCIENCE	CSC	3rd semester standing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

- to acquire good database management skills

Course Description

DATA BASE (MS-ACCESS)

main features of the ACCESS database package are covered - create, edit, sort, search, load, save, browse, delete, print, query, generating forms, reports and labels, linkage to spreadsheets, transfer data to and from other programmes.

Case Study:

solving a concrete problem of information processing for selected companies/organisations (e.g. video shop, library, company database)

Text

collection of database exercises

Evaluation

Final exam

Course Description

Social Media Management



Course Title

HTML - CONSTRUCTION OF INTERNET PAGES

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

15 1

Code Prerequisites

CSC 4th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**
 2nd **4th** **6th** **Summer Sem.**

Course Objectives

Effective use of the information tool internet for various business purposes

Course Description

- Introduction to hypertext philosophy
- HTML - hypertext markup language:
commands to format texts,
to structure pages, frames, hyperlinks,
positioning in WWW (search engines),
based on practical examples from business and tourism
(manufacturing, trade, services) presentation strategies and -trends will be researched.

The case-study method is used to have each student prepare his/her own site on a given topic.

Project work within this course.

Text

handouts

Evaluation

Final exam

Course Description

Social Media Management



Course Title

EDP - CASE STUDY

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

15 2

Code Prerequisites

CSC 4th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To give the students the possibility to demonstrate their IT literacy.

Course Description

Case studies in IT using all MS Office programmes learned so far

Text

handouts

Evaluation

Final exam

Course Description

Social Media Management



Course Title

INTRO TO MULTIMEDIA

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 5th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1st	3rd	5th	Winter Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2nd	4th	6th	Summer Sem.

Course Objectives

To give the students an introduction to image editing and web-design.

Course Description

WEB-DESIGN:

- Creation of an Internet-Page
- Levels, motion, source
- Drag and roll over effects

IMAGE EDITING.

- Introduction to Photoshop
- Tools
- Palettes
- Principles of picture editing
- Colours
- Choices

Text

handbooks, handouts

Evaluation

90% project, 10% participation

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>PRINCIPLES OF ECONOMICS</u>	30	3
Course Field	Code	Prerequisites
ECONOMICS	ECO	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To give the student a sound basic understanding of contemporary macro-economic theory; relevant, current articles from the press.

Course Description

This introduction to macro-economics familiarises the student with the study of the entire economy in terms of the total amount of goods and services produced, total income earned, the level of employment of productive resources, and the general behaviour of prices.

- A) Introduction - the subject of macroeconomics
 - Needs, goods, exchange, opportunity costs, the tasks of economics
- B) Price Formation and the Market
 - demand, supply and elasticity; market equilibrium
 - competition, monopoly and other market forms
 - market functions, market failure; the role of the state
- C) Economic History
 - Antiquity, the Middle Ages, classic and neoclassic economic thought, modern theories: Keynes, Schumpeter, post-Keynsianism, Milton Friedman and monetarism, supply side economics.
- D) The business cycle and income
 - phenomena of the cycle and consideration of the current cycle
 - some concepts of business cycles
 - employment and income
- E) Money
 - money, credit system, prices
 - currency, the exchange rate, the Euro

The student considers the interaction between government and various branches of the national economy and what major tools (monetary and fiscal policy) the state has at its disposal to affect economic life. The course is geared to encourage students to discuss current macro-economic events in class.

Where appropriate, issues of EMU - European Monetary Union - are included, e.g. the European Central Bank, the Euro - the common currency, the Maastricht convergence criteria as the basis for EMU, etc.

Text

VOLKSWIRTSCHAFTSLEHRE by Prof. Dr. Helmut Lichowski and Prof. Dr. Charlotte Loidolt, 9th edition, Verlag für Geschichte und Politik Wien, 2009

Evaluation

Final written exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FINANCE AND INVESTMENT I	30	2
Course Field	Code	Prerequisites
ECONOMICS	ECO	2nd year standing/Accounting
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar
	<input type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial
	<input checked="" type="checkbox"/> Lecture	
		<input checked="" type="checkbox"/> 1st
		<input type="checkbox"/> 3rd
		<input type="checkbox"/> 5th
		<input checked="" type="checkbox"/> Winter Sem.
		<input type="checkbox"/> 2nd
		<input type="checkbox"/> 4th
		<input type="checkbox"/> 6th
		<input type="checkbox"/> Summer Sem.

Course Objectives

To provide a basic understanding of the complex world of financing and investment.

Course Description

This intensive course provides an in-depth view of financing and investment instruments, with particular attention on the stock exchange.

Analysis of the most important types of financing - equity and debt financing -
Financing, equity, capital, loan capital, financing through depreciation;
short- and long-term credit financing, loans, collateral security, etc. -
for individuals, public and private companies
Leverage effect

Aspects of creditworthiness;
Leasing, factoring, forfeiting, commercial credit
Investment planning and calculations.

Securities: stocks, bonds, options, derivative instruments.

Text

ALLGEM. BETRIEBSWIRTSCHAFTSLEHRE, Thommen/Achleitner, published by Gabler, Wiesbaden/Germany, 7th edition, 2012.
Other basic literature

Evaluation

Two written exams - midterm and final exam; participation

Course Description

Social Media Management



Course Title

FINANCE AND INVESTMENT II

Course Field

ECONOMICS

Semester Hours ECTS Credits

15 2

Code Prerequisites

ECO 3rd year standing/Accounting

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Students learn about specific topics of finance and investment - workshop

Course Description

- specific topics of finance and investment
- presentation of finance and stock market topics
- debt/equity financing
- mezzanine capital

Text

Handouts

Evaluation

40 % presentation
60 % written exam

Course Description

Social Media Management



Course Title

INTERNATIONAL ECONOMICS

Course Field

ECONOMICS

Semester Hours ECTS Credits

15 2

Code Prerequisites

ECO 5th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Discussion of current topics in international affairs

Course Description

Students will prepare, discuss and, when appropriate, present current topics in international economics;

they will actively shape the discussion and may suggest topics for presentation and debate

the focus will be on analysing a given issue, looking at the pros and cons, and give a structured presentation of one's personal view on a given topic

Text

hand-outs - original source material from The Economist, Financial Times, Time, Newsweek, etc.

Business English dictionary; it is expected that students read a business newspaper/magazine on a regular basis

Evaluation

Class participation and attendance: 35 %

Written exercises (in class): 25 %

Final presentation: 40 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>BUSINESS ENGLISH I</u>	60	5
Course Field	Code	Prerequisites
ENGLISH	ENG	Placement Test
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input checked="" type="checkbox"/> Seminar	1st <input checked="" type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/> <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	

Course Objectives

Confident communication (oral and written) in English and expansion of Business English terminology, embedded in authentic material and case studies.

Course Description

The objective of this course is to familiarize students with basic Business English focusing on oral and written skills as well as business terminology.

Contents of first semester:

- Discussion of the business environment including organization, types of businesses and business activity.
- Development of Business English vocabulary using real-life situations.
- In-depth analysis of and dialogue about business case studies.
- Expressing and asking for opinions, agreeing and disagreeing.
- Use of diplomatic language: expressing oneself appropriately.
- English for emailing and telephoning.
- Review of language skills including grammar, pronunciation, speaking, reading, listening and writing.
- IGCSE Business Studies; Chaps. 1-5
- writing skills: CV writing, motivation letter

Text

Borrington, Karen and Simpson, Peter. IGCSE Business Studies. London: Hodder Education, 2013.

Optional Recommended Readings:

Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.

English language newspapers and magazines, such as Financial Times, Wall Street Journal, The Economist, Business Spotlight

Media: CNN, BBC

Financial Times, Herald Tribune, Newsweek, Time Magazine (available in the reading room on the 3 rd floor, please read them there, do not take them home)

Evaluation

Class participation and attendance: 40 %

Homework assignments: 30 %

Final Exam: 30 %

TOTAL: 100 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
BUSINESS ENGLISH II	60	5
Course Field	Code	Prerequisites
ENGLISH	ENG	2nd semester standing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input checked="" type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	2nd 4th 6th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

Confident communication (oral and written) in English and expansion of Business English terminology, embedded in authentic material and case studies.

Course Description

The objective of this course is to familiarize students with basic Business English focusing on oral and written skills as well as business terminology.

Contents of second semester:

- Discussion of the business environment focusing on marketing.
- Development of Business English vocabulary using real-life situations.
- In-depth analysis of and dialogue about business case studies.
- Expressing and asking for opinions, agreeing and disagreeing.
- Use of diplomatic language: expressing oneself appropriately.
- English for business correspondence, emailing and telephoning.
- IGCSE Business Studies; Chaps. 16-22.
- writing skills: business letters (inquiries, offers)

Apart from covering the above-mentioned chapters, current business articles will supplement the course, keeping up with the latest business developments

Text

Borrington, Karen and Simpson, Peter. IGCSE Business Studies. London: Hodder Education, 2006.

Optional Recommended Readings:

Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.

English language newspapers and magazines, such as Financial Times, Wall Street Journal, The Economist, Business Spotlight

Media: CNN, BBC

Financial Times, Herald Tribune, Newsweek, Time Magazine (available in the reading room on the 3rd floor, please read them there, do not take them home)

Evaluation

Class participation and attendance: 40 %

Homework assignments: 30 %

Final Exam: 30 %

TOTAL: 100 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits		
<u>BUSINESS ENGLISH III</u>	60	5		
Course Field	Code	Prerequisites		
ENGLISH	ENG	3rd semester standing		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input checked="" type="checkbox"/> Seminar		
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input type="checkbox"/> Lecture			
	1st	3rd	5th	<input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Summer Sem.
	2nd	4th	6th	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Using common themes in business finance, organization and management, the course provides the practical reading, speaking, listening and writing skills necessary for people who need English for working in business. It also contains a wide range of essential business vocabulary and grammar.

Course Description

In the third semester of this subject area, we will cover the following topics:

Clear understanding of the key principles of business finance, organization and management and confident oral and written English communication skills including:

- Writing memoranda, emails, reports and proposals
- Oral presentation of reports, proposals and visuals at meetings
- Effective listening/comprehension techniques
- Conducting negotiations and participating in meetings
- IGCSE Business Studies; Chaps. 6-12
- writing skills: business letters (orders, invoices)

Text

- Class Handouts
 - Borrington, Karen and Simpson, Peter. IGCSE Business Studies; Chaps. 6-12.
- Optional Recommended Reading:
- Brook-Hart, Guy. Cambridge Business Benchmark Advanced, Student's Book
 - Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
 - English language publications: The Economist, Financial Times, Wall Street Journal,

Evaluation

Class participation and attendance: 20 %

Written exercises: 30 %

Quizzes: 50 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits		
<u>BUSINESS ENGLISH IV</u>	60	5		
Course Field	Code	Prerequisites		
ENGLISH	ENG	4th semester standing		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input checked="" type="checkbox"/> Seminar		
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input type="checkbox"/> Lecture			
	1st	3rd	5th	<input type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	2nd	4th	6th	<input type="checkbox"/> Summer Sem.
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Using common themes in HR management, production, international aspects, the course provides the practical reading, speaking, listening and writing skills necessary for people who need English for working in business. It also contains a wide range of essential business vocabulary and grammar.

Course Description

In the fourth semester of this subject area, we will cover the following topics:

Clear understanding of the key principles of HR management, production, international aspects and confident oral and written English communication skills including:

- Writing memoranda, emails, reports and proposals
- Oral presentation of reports, proposals and visuals at meetings
- Effective listening/comprehension techniques
- Conducting negotiations and participating in meetings
- IGCSE Business Studies; Chaps. 13-15, 23-25
- writing skills: advanced business letters (complaints)

The above-mentioned topics will be supplemented by current business articles, where appropriate.

Text

- Class Handouts
 - Borrington, Karen and Simpson, Peter. IGCSE Business Studies
- Optional Recommended Reading:
- Brook-Hart, Guy. Cambridge Business Benchmark Advanced, Student's Book
 - Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
 - English language publications: The Economist, Financial Times, Wall Street Journal,

Evaluation

Class participation and attendance: 20 %

Written exercises: 30 %

Quizzes: 50 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits		
<u>BUSINESS ENGLISH V</u>	45	5		
Course Field	Code	Prerequisites		
ENGLISH	ENG	3rd year standing		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar		
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input type="checkbox"/> Lecture			
	1st	3rd	5th	<input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/> Summer Sem.
	2nd	4th	6th	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Confident and accurate written communication in English focusing on the key forms of business communication: emails, letters, memoranda, reports and proposals.

Course Description

Development of advanced business writing skills - report writing, group projects; case studies;

preparation for the final diploma exam - presentation of current business topics, advanced listening comprehension,

Text

Handouts

Evaluation

Class participation and attendance: 20 %

In-class written exercises: 40 %

Take-home written exercises: 40 %

Course Description

Social Media Management



Course Title

BUSINESS ENGLISH - INTERNATIONAL EXAM

Course Field

ENGLISH

Programme:

SMM

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

0 1

Code Prerequisites

ENG 3rd year standing

Semester:

- | | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> 2nd | <input type="checkbox"/> 4th | <input type="checkbox"/> 6th | <input type="checkbox"/> Summer Sem. |

Course Objectives

Final international diploma exam

Course Description

Final international diploma exam - presentation of current business topics, advanced listening comprehension,

Text

Evaluation

international oral diploma exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
EUROPEAN STUDIES	15	1
Course Field	Code	Prerequisites
EUROPEAN STUDIES	EUR	European Studies I
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input checked="" type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The subject aims to create a supranational European consciousness of common cultural interests and thus bring about those spiritual links that are important for an improvement of relations among the nations of Europe and above all among their citizens.

Course Description

Students will learn about the common European culture and European integration focusing on the following topics:

- European Union
structure, executive bodies and present aims of the Union - visions for further development - integration within the European Union - the rights and duties of citizens of the union.
- History of the European Idea
from the Roman imperial idea via medieval and modern visions to the E.U.
Different ways of European nations leading to the E.U. stereotyped ideas concerning European nations.
Vision of a "Europe 2020".

Text

Parts of the script "Examen Europaeum"
www.examen-europaeum.com

Evaluation

Final written exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FRENCH I	30	2
Course Field	Code	Prerequisites
FRENCH	FRE	Placement Test
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	<input type="checkbox"/> Lecture	2nd 4th 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To give the student the wherewithal to use his second foreign language confidently in most business settings, a necessity in the multilingual European common market and in accordance with the recommendation of the European Union.

Course Description

French is an optional foreign language for students; for the three-year EWS and for the ESA programme, a second foreign language is compulsory - either French, Spanish or Russian.
French I is for students with intermediate French language skills (typically 4 school years)

1. Oral Communication

Motivate students to speak, using current topics from business, environment, society as the vehicle; review of French grammar, vocabulary-building exercises, idiomatic expressions.

2. Written Communication

A general review of French grammar.

Text

Handouts

Newspapers like Le Monde, Le Figaro, Ecoute, La Revue de la Presse.....

Internet (www.voila.fr) www.toutlemonde.fr , <http://francais-affaires.com>

Dictionary

Evaluation

Oral and written exams - 60 - 75%; participation in class 25 to 40% of grade.

Course Description

Social Media Management



Course Title

FRENCH II

Course Field

FRENCH

Semester Hours ECTS Credits

30 2

Code Prerequisites

FRE French I or Placement Te

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To improve the student's skills in his/her second foreign language

Course Description

In the second semester we continue with the development of the following subject areas:

1. Oral Communication

Using current topics from the press, video clips or audio-tapes, students are encouraged to speak, discuss issues of a general or business-oriented nature, study French culture, continue with vocabulary-building exercises, idiomatic expressions.

2. Written Communication

Continued review of French grammar.

3. Business Correspondence

Introduction to French business letter writing - style and content (layouts); inquiries.

Text

see French I

Evaluation

Oral and written exams - 60-75%; participation in class 25 to 40% of grade.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FRENCH III	30	2
Course Field	Code	Prerequisites
FRENCH	FRE	French I+II or Placement
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input checked="" type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

Survival skills in second foreign language in a business environment

Course Description

In the second year of French, we cover the following subject areas:

1. oral communication

more advanced exercises in oral communication - speaking, listening, presenting
Systematic approach to listening comprehension will be introduced. How to prepare a business presentation - expand business vocabulary.

2. Business French

Introduction to business terminology and doing business in France:
commercial activities, legal business organisation, the market and marketing
telecommunications, transport, banking.

3. Business Correspondence

Continued business letter writing - offers, orders, acknowledgements,

Text

see French I

Evaluation

Oral and written exams - 60-75%; participation in class 25 to 40% of grade.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FRENCH IV	30	2
Course Field	Code	Prerequisites
FRENCH	FRE	French III
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Course Objectives

Ability to apply French skills in the workplace.

Course Description

In the fourth semester of French for intermediate learners, we cover the following subject areas:

1. oral communication

emphasis is on fluency, grammatically and idiomatically correct expressions, pronunciation as well as the preparation of a business-related presentation and listening comprehension

2. Business French

Further topics cover areas such as insurance, customs, taxes, the stock exchange, the European Union.

3. Business Correspondence

More business letter writing and practice - payment, delay in payment, complaints, letters of application, CVs, general correspondence topics

Text

see French I

Evaluation

Oral and written exams - 60-75%; participation in class 25 to 40% of grade.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
FRENCH V	30	2
Course Field	Code	Prerequisites
FRENCH	FRE	French I-IV
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input checked="" type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The 3rd yr of the EWS programmes focuses on international business knowledge and skills, i.e. the European business student must also acquire an advanced level of language proficiency (written and oral) in a second foreign language; students choose either French or Spanish, exceptionally Italian and Russian.

Course Description

The student now prepares for more difficult exercises, both written and oral. Emphasis is now on business related topics as well as listening comprehension and individual presentations of business topics.

Optional preparation for the Paris Chamber of Commerce and Industry's (CCIP) business French examination (le diplôme de français des affaires, 1er degré - DFA 1), indicating a recognized professional skills standard.

Further information on the CCIP: www.fda.ccip.fr

Text

Newspapers: Le Figaro, L'Express, Ecoute, etc. as well as German-speaking newspaper articles, Audio-cassettes on current business, political and cultural topics.

Evaluation

Written and oral examinations

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>GERMAN: WRITING WORKSHOP</u>	15	1
Course Field	Code	Prerequisites
GERMAN	GER	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The student is able to competently use the German language (grammatical, orthographical accuracy)

Course Description

Survey of the comprehensive review of German spelling reform - agreed upon by Germany, Austria and Switzerland.

Grammar review

Creative writing

Text

Handouts, EWS-scripts for the German spelling review

Evaluation

participation/exercises.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
BUSINESS CORRESPONDENCE I (in German)	15	1
Course Field	Code	Prerequisites
GERMAN	GER	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The student can draft correctly from notes the correspondence in connection with the fulfilment of sales contracts as well as other routine business correspondence.

Course Description

Layout in accordance with the published norms of the Austrian Institute for Standardization

Business correspondence in practice:

the sales contract - legal requirements
inquiry, offer, order, confirmation of order,
delivery (advice-, dispatch-, delivery-note, invoice)

Curriculum vitae and letters of application to be prepared for compulsory internships.

Private letters

Text

EWS Script: Correspondence; handouts for the preparation of correspondence by the Austrian Institute for Standardization.

Evaluation

Final written exam: student must type in correct layout-form an appropriate letter in response to a given set of facts (or incoming letter or memorandum) 60%; 40% participation/exercises.

Course Description

Social Media Management



Course Title

BUSINESS CORRESPONDENCE II (in German)

Course Field

GERMAN

Semester Hours ECTS Credits

15 2

Code Prerequisites

GER Business Correspondenc

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

To prepare the student for more difficult business correspondence for official and private occasions.

Course Description

Continued exercises regarding routine correspondence:

Business correspondence in conflicting situations:

- delay in delivery
- delayed acceptance
- notification of defects
- delay in payment
- first reminder
- second reminder
- third and last reminder before legal action
- threat of legal action

Text

EWS Script: Correspondence; handouts

Evaluation

Final written exam: 60%; participation/exercises 40%.

Course Description

Social Media Management



Course Title

ACADEMIC WRITING

Course Field

GERMAN

Semester Hours ECTS Credits

15 1

Code Prerequisites

GER none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To familiarize the student with academic writing styles.

Course Description

Introduction to academic argumentation, quotation rules and critical comments of academic texts.

Text

handouts

Evaluation

Final written exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>INTRODUCTION TO THE AUSTRIAN LEGAL SYSTEM</u>	15	2
Course Field	Code	Prerequisites
LAW	LAW	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st <input checked="" type="checkbox"/> 3rd <input type="checkbox"/> 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	<input type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th

Course Objectives

To initially provide the student with an introduction to Austrian public and private law and its impact on the individual as well as the business community.

Course Description

Public Law:

The Austrian Constitution
Brief constitutional history, constitutional principles
jurisdiction, law making and administration of federal
government - the President, the cabinet, the path of a bill
from its introduction to its passage, elections, law making and
administration of the nine (9) provinces, regional organisation,
administration and judiciary
civil and criminal procedure, arbitration
control of governmental powers: the (Austrian) General Accounting
Office; Federal Constitutional Court, Administrative Law Courts;
Basic human and civil rights

Private Law:

1. The legal order, legal capacity, legal entity,
legal transactions, registry of deeds,
formation of a contract, fulfilment of a contract,
obstacles to / breach of contract
guarantee, product liability.

civil (individual) law
property law incl. book of deeds

Text

EWS Script

Evaluation

Final Exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>PUBLIC AND PRIVATE LAW</u>	30	2
Course Field	Code	Prerequisites
LAW	LAW	Intro to the Austrian law
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar
	<input type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial
	<input checked="" type="checkbox"/> Lecture	
		1st 3rd 5th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		2nd 4th 6th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		<input type="checkbox"/> Winter Sem.
		<input checked="" type="checkbox"/> Summer Sem.

Course Objectives

to continue and complete main legal topics in private and public law of Austria, a civil law country.

Course Description

Continuation from the previous semester

contract law

the law of remedies,

legal enforcement (court proceedings, rules of foreclosure)

consumer protection

bankruptcy law

Text

Script by EWS

Evaluation

Mid-term exam

Final written exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
TAXATION	30	2
Course Field	Code	Prerequisites
LAW	LAW	
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input checked="" type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To present the student with an overview of the current Austrian tax system and provisions enabling him to prepare simple tax returns for individuals and small businesses.

Course Description

Taxation in Austria:

Tax authorities - structure, powers
methods of taxation - collection of taxes,
methods of appeal
types - direct and indirect taxes

Principles of sales taxation

legal rules, tax rates, basic reporting requirements, exemptions

Principles of personal income taxation

legal rules, tax rates, basic reporting requirements, exemptions, deductions

Principles of corporate taxation, property taxation, trade taxation and other taxes

Text

Script by EWS, handouts from the Ministry of Finance

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
Attendance is mandatory.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
COMMERCIAL LAW	15	1
Course Field	Code	Prerequisites
LAW	LAW	Public and Private Law
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To provide the business student with an overview of legal concepts in modern business

Course Description

1. Commercial Law
Legal actors: Principal (Merchant) and Agent
Firm - legal forms
liability
Trade register (incorporation)
tax aspects
authorised representative (agent) with the capacity to contract
special features: commercial customs and practices
ailments: common carriers, public and private;
rights, duties and liabilities of a forwarding agent, warehouse
2. Corporate Law
types of business organisations
nature, creation and termination of corporations
corporate power
3. Special Contract Law
free-lance contracting
indemnification

Text

Script by EWS

Evaluation

Final written exam

Course Description

Social Media Management



Course Title

LABOUR AND EMPLOYMENT LAW

Course Field

LAW

Semester Hours ECTS Credits

15 1

Code Prerequisites

LAW Public and Private Law

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

The student understands the special significance of employment legislation and can identify the legal protection given to a particular group of employees/workers and knows of their various legal rights/obligations and protections as well as applicable employment legislation.

Course Description

This course provides the student with a detailed overview of all aspects of employment legislation, collective bargaining, etc. After a very brief overview of the first employee protections of the 18th and 19th century, the course focuses on current domestic employer/employee regulations, giving the student an in-depth analysis of the particular legal terms and conditions of employer-employee relations.

This course includes: contracts of employment, remuneration (salary/wage) employer/employee rights, obligations and protections (health insurance, retirement).

Text

Script by EWS

Evaluation

Final written exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
MANAGEMENT	30	4
Course Field	Code	Prerequisites
MANAGEMENT	MGT	None
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input checked="" type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The course gives an overview of management systems in Western Europe, cultural differences which affect the way businesses are run and business problems are being solved.

Course Description

This course introduces the student to basic concepts in management and tries to raise awareness of tensions existing in management among competing groups - the management, staff, society, etc. Particular attention is paid to recent trends in management science and is included in discussion where appropriate. Using the case study method, students learn to recognize various leadership models and how they might help in solving business management problems.

Topics include:

- Management-Circle:
Objectives, Planning, Organisation, Realisation, Checking, Controlling.
Competencies in Management,
Leadership styles,
- Management by-concepts
- Using of the Management-Circle
- Normative, strategic and operative management
- Strategic concepts
- Quality management
- Samples of the development of management thinking and acting
- Principles of organisations

Text

„Kompakttraining Unternehmensführung“ Olfert/Pischulti, 6. Auflage, Kiehl-Verlag 2013,
Handouts with exercises, articles from business magazines

Evaluation

final written exam - 80 minutes (80 points can be achieved, max. 8 points can be acquired through active participation)

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
APPLIED MANAGEMENT	30	3
Course Field	Code	Prerequisites
MANAGEMENT	MGT	Intro to Management and
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input checked="" type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input checked="" type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> 2nd <input checked="" type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To apply management theory to practical situations and learn to analyse and solve business problems.

Course Description

Based on the introduction to management, this part will focus on the practical application of theory to solve business problems.

Taking management case studies from the non-profit sector of business, techniques and concepts will be studied; the various cases should serve only as a starting point to facilitate application of management theory to given problems.

Topics such as stakeholder-approach, stakeholder value, scenario technique, value-oriented management, initial public offering, mergers and acquisitions, strategic balance, SWOT-analysis, budgeting and capital expenditure accounts are studied.

Analysis and discussion of current management case studies. Application of previously learnt theory, methods and management skills.

In the second part of the course, students learn to draft small case studies with the use of Harvard Business Review articles and present them in class for problem solving.

Finally, each student has to present a short business plan for a start-up project.

Text

Excerpts from textbooks, journals, ...

Evaluation

Mid term and final exam

Participation in class counts 10% towards grade.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>LABOUR, BUSINESS AND ORG. PSYCHOLOGY</u>	15	1
Course Field	Code	Prerequisites
MANAGEMENT	MGT	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To convey the importance of psychology for the direct, indirect as well as the personal "leadership" and social interaction.

Course Description

Introductory course to psychology as the science of man

Development of the most important findings and basic principles of general psychology, psycho analysis and psychology of personality

- Motivation,
- Influence of work,
- Stress,
- Harassment in the job,
- Differential Psychology with focus on personnel recruitment and development,
- Communication patterns and communication in groups,
- Reasons of incomplete communication,
- Conflict and solutions,
- Leading of groups,
- Teams

Text

EWS Script, Class notes and summaries;
Steiger, Lippmann: Handbuch angewandte Psychologie für Führungskräfte
Spieß, Winterstein: Verhalten in Organisationen

Evaluation

Final written exam, 90% or grade, active participation, 10%.

Course Description

Social Media Management



Course Title

HUMAN RESOURCE MANAGEMENT

Course Field

MANAGEMENT

Semester Hours ECTS Credits

15 1

Code Prerequisites

MGT Intro to Management

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

The course suggests effective, practical ways of dealing with problems in communication, leadership, discipline, performance appraisal, and compensation administration.

Course Description

An overall look at the management of personnel.

The course comprises analyses of personnel planning, job requirements, recruitment and selection, appraisal and improvement of performance, managing employee compensation, training employees and career development, introduction to corporate psychology and sociology, social welfare, compensation and security.

Text

Handouts

Evaluation

Final written exam

Course Description

Social Media Management



Course Title

INTERNATIONAL PROJECT MANAGEMENT

Course Field

MANAGEMENT

Semester Hours ECTS Credits

8 1

Code Prerequisites

MGT 5th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

This course enables the student to manage complex assignments in which several participants are involved.

Course Description

- Definition of a project
- Budgeting
- Composition of a project team
- Role of the project manager
- Definition of goals and targets
- Different stages of a project
- Time management
- Planning and (quality) controlling
- Evaluation interim and final

Working language: English

Text

Handouts

Evaluation

presentation of project

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>INTERNATIONAL MANAGEMENT</u>	30	3
Course Field	Code	Prerequisites
MANAGEMENT	MGT	Management
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input checked="" type="checkbox"/> Case Study	<input checked="" type="checkbox"/> Seminar
	<input type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial
	<input type="checkbox"/> Lecture	
		1st 3rd 5th
		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
		2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		<input checked="" type="checkbox"/> Winter Sem.
		<input type="checkbox"/> Summer Sem.

Course Objectives

Enlarging management knowledge to the international sphere, using English as working language; getting a feeling for the creation of knowledge in business administration

Course Description

Discussion of various research approaches in international management:

- Business Ethics
 - The Manager's Job Folklore and Fact
 - Management Concepts
 - GMAT Test
 - Presentations of HBR Articles
 - International Management - the theory, the practice, the strategy
 - Cases in International Management
 - Managing Change in the Company: Reorganizations, Mergers, Buyouts and Takeovers
 - Developing and Implementing Strategies on the international scale
 - Failure in Management and How to Cope with It
-

Text

Various handouts

Evaluation

Quizzes, Examinations, Class Participation, Presentations, written assignments.
final exam (60%), participation (40%)

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>PRINCIPLES OF MARKETING</u>	15	2
Course Field	Code	Prerequisites
MARKETING	MKT	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To give the student an overview of available marketing instruments.

Course Description

This course includes the following topics:

1. The Environments of Marketing
What is Marketing?
Marketing, planning and strategy
2. Market Identification and Selection
Market Research
Consumer, Goods and Markets
Industrial Goods and Markets
Consumer + Industrial Buying Behavior
3. Overview of the marketing-mix

Text

„Kompaktraining Marketing“ von Weis, 7. Auflage, Kiehl-Verlag 2013

Evaluation

Final Exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
MARKETING-MIX	30	3
Course Field	Code	Prerequisites
MARKETING	MKT	Principles of Marketing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input checked="" type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	<input checked="" type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th

Course Objectives

To provide a comprehensive overview of the marketing instruments available today.

Course Description

Marketing Mix - Product

Product Management

Branding, Packaging, Merchandising

Marketing Mix - Pricing

Pricing: Methods and Strategies

Marketing Mix - Promotion

Promotion

Advertising, Sales Promotion and PR

Personal Selling and Sales Management

Marketing Mix - Distribution

Channels of Distribution

Retailing

Wholesaling

Physical Distribution

Text

„Kompakttraining Marketing“ von Weis, 7. Auflage, Kiehl-Verlag 2013

Evaluation

Two written - Mid-term and final - exams, count for 60% of the grade, 40% active participation.

Course Description

Social Media Management



Course Title

APPLIED MARKETING

Course Field

MARKETING

Semester Hours ECTS Credits

9 3

Code Prerequisites

MKT Marketing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Case studies, Lectures on the topics Advertising, Direct Marketing, Customer Satisfaction, Branding

Course Description

This course aims to apply the theoretically gained knowledge from the lecture „Marketing Mix“ to practical marketing cases, problems, etc. Students work in groups and present marketing-concepts. The results are worked out - first under guidance of the lecturer, then by themselves - and presented in class.

Furthermore, current and practice-oriented concepts of marketing are discussed.

Text

Handouts

Evaluation

final exam

40 % participation, 60% exam

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
<u>INTERNATIONAL MARKETING</u>	30	3
Course Field	Code	Prerequisites
MARKETING	MKT	Marketing Mix
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Seminar	<input checked="" type="checkbox"/> 1st <input type="checkbox"/> 3rd <input checked="" type="checkbox"/> 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The main focus of this course is the - above all - international application and adaptation of marketing concepts illustrated by case studies and a real-life case

Course Description

- Characteristics of International Marketing
 - International Market Research (Knowing your competition and your customers)
 - Brand Management: Differentiation or Globalisation
 - Advertising/Advertising Analysis - across cultures
 - Advertising Campaigns (International - e.g. Cannes spots)
 - Presentations
 - Corporate Sponsoring
 - Case Studies of Marketing Failure
 - Marketing Bloopers
 - Forecasting, Targeting, Measuring and Positioning in an international environment
 - Buyer Behavior/Consumer Behavior on an international scale
 - Marketing Decisions and How to Calculate Risk
 - Advertising Analysis - cross-cultural analysis
-

Text

Handouts
Philip Kotler, Marketing Management
Keegan, Schlegelmilch, Stöttinger: Globales Marketing-Management

Evaluation

Quizzes, Examinations, Class Participation, written Assignments and Presentations.
final exam (60%), participation (40%)

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
OFFICE AND PROJECT MANAGEMENT 1	22	2
Course Field	Code	Prerequisites
OFFICE MANAGEMENT	OM	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	2nd 4th 6th
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To give the student a first look at office management and to prepare the student for project work

Course Description

The lecture gives an overview of the tasks and activities of an office:

- Introduction: the office as a working place
- Managing the information
- Organisational aspects of the management

The lecture also includes topics from personal working techniques as follows:

- Planning and using time - individual working technique
 - Achieving of methodical competence by organising the own work
 - Right planning of the working time / priorities
 - Tools for planning and organising time / priorities
-

Text

Handouts

Evaluation

project work, participation in class.

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
OFFICE AND PROJECT MANAGEMENT 2	22	2
Course Field	Code	Prerequisites
OFFICE MANAGEMENT	OM	2nd semester standing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To introduce the student to the world of business and to give him/her the wherewithal to work efficiently during his/her compulsory internship programme during the summer.

Course Description

1. Introduction to the business environment. Needs, tasks, objectives for professional work.
 2. Time management systems, planning schedules in the office, efficient working techniques.
 3. Introduction to Information Techniques: research of information, selection techniques, storage and retrieving facilities, Mind Mapping, brainstorming technique
 4. Preparation, planning, execution of business meetings, conferences, fairs, exhibitions.
 5. Planning of projects where two or more partners are involved - network technique
 6. preparation and presentation of a work-related project
-

Text

Handouts

Evaluation

Exercises and practical case studies;

Course Description

Social Media Management



Course Title

RESEARCH - DEFENSE OF PROJECT PAPER/DIPLOMA

Semester Hours ECTS Credits

0 1

Course Field

RESEARCH

Code Prerequisites

REXAM 4th resp 5th semester sta

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

The presentation of a scientific research paper.

Course Description

Students must defend their written research paper in front of an international examination commission

Text

Evaluation

by tutor and international examination commission

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
PROJECT PAPER	0	6
Course Field	Code	Prerequisites
RESEARCH	RPJ	2nd year standing
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	<input type="checkbox"/> 1st <input type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/> Winter Sem.
	<input type="checkbox"/> Exercise <input checked="" type="checkbox"/> Tutorial	<input type="checkbox"/> 2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> Summer Sem.
	<input type="checkbox"/> Lecture	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Course Objectives

How to write a research paper, present a business-related topic coherently, using modern technical aids - flip charts, transparencies, or the computer - PowerPoint.

Course Description

For the two-year programmes at EWS, the student must write a project paper of about 20 printed pages in the areas of

Management:

- business administration
- management
- computer science

Even Management:

Event management or business related topics

Office Management - ESA:

Business related topics

Social Media Management:

Curriculum related topics

The student selects one of the areas and discusses a topic with the instructor of his/her choice. The instructor will tutor the student to completion and will also be in the exam commission when the project is presented orally.

Text

dependent on topic chosen, reading list available from tutor.

Evaluation

by examination commission

Course Description

Social Media Management



Course Title

RESEARCH DIPLOMA THESIS

Course Field

RESEARCH

Semester Hours ECTS Credits

0 8

Code Prerequisites

RDT 5th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

The presentation of a scientific research paper.

Course Description

To receive the diploma of one of the three-year programmes, the student must write a diploma thesis based on one of the major fields of study of the curriculum the student followed (about 50 pages).

It is possible to build on the paper, which must be completed at the end of the second year (worth 2 Credits) - the diploma thesis must include empirical study, showing application of statistical models (questionnaires) or qualitative methods (interviews).

Text

dependent of topic chosen - reading list will be available from tutor

Evaluation

by tutor and international examination commission

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits		
<u>INTRODUCTION TO SOCIAL MEDIA</u>	20	3		
Course Field	Code	Prerequisites		
SOCIAL MEDIA MAN	SMM	none		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study	<input checked="" type="checkbox"/> Seminar		
	<input type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input checked="" type="checkbox"/> Lecture			
	1st	3rd	5th	<input type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	2nd	4th	6th	<input checked="" type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Students get a first overview of the most important aspects of social media and learn how to use them for their personal benefit.

Course Description

- Social Media principles and applications
 - Intro to social networks
 - Function, structure and benefit of social networks and tools,
 - Code of conduct, rules, pitfalls and dangers
 - processes, mechanisms, time management
 - protection of privacy, how to handle cyber-bulling/stalking,
 - Social Media tools:
Social Media Prism
important tools for SM-Management
 - Intro to the most important networks in practice (opportunities and threats)
 - Facebook, Xing, Google+, Twitter, Blogs .. For personal use
-

Text

Handouts

Evaluation

Presentation and oral exam

Course Description

Social Media Management



Course Title

SOCIAL MEDIA MARKETING

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 2nd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Students get an overview of the varieties of Social Media Marketing.

Course Description

- Meaning of Social Media Marketing?
- peculiarities of Social Media Marketing and Content Marketing
- Integration into the Marketing Mix
- Dialogue marketing (Storytelling)
- Virale/Mobile Marketing (Flash Mobs)
- Word of Mouth Marketing
- How to identify your target groups in the Internet
- Social Media campaigns
- Case studies

Text

Handouts

Evaluation

Written exam and project

Course Description

Social Media Management



Course Title

SOCIAL MEDIA MANAGEMENT

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 2nd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Students learn about the most important aspects of social media for companies' use.

Course Description

- Social Media Tools for companies
- Social Media strategies
- Online Reputation Management
- Corporate Social Media – success factors, corporate communications (roles)
- Risk and crisis management
- Community Management

Text

Handouts

Evaluation

Oral exam and presentation

Course Description

Social Media Management



Course Title

SOCIAL MEDIA LAW

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 1

Code Prerequisites

SMM 2nd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Student learn about the most important legal aspects of Social Media.

Course Description

- legal framework of Social Media
- rules and regulations for the individual platforms
- Social Media guidelines
- Legal conditions for Social Ads
- Personal rights
- data protection issues
- copyright
- trademark rights and competition law

Text

Handouts

Evaluation

Written exam

Course Description

Social Media Management



Course Title

SOCIAL MEDIA FOR HR

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 3rd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Students learn to use Social Media Campaigns for HR purposes.

Course Description

- Employer Branding
- Social Recruiting

Text

Handouts

Evaluation

Combined oral exam and presentation with Social Media Controlling

Course Description

Social Media Management



Course Title

BLOG MARKETING

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 3rd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Students get an overview of the strategic use of blog marketing.

Course Description

- Elements of blogs
- Blog Campaigning: conception, planning and realisation
- Blogmonitoring and –controlling
- Crisis management
- Ad Campaigning – Linkbuilding, Keyword Research

Text

Handouts

Evaluation

Oral exam and presentation

Course Description

Social Media Management



Course Title

SOCIAL MEDIA CONTROLLING

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 3rd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Students learn to evaluate Social Media Campaigns and to take the appropriate strategic measures.

Course Description

- Social Media monitoring and tools
- Controlling tools für Social Media

Text

Handouts

Evaluation

Combined oral exam and presentation with Social Media for HR

Course Description

Social Media Management



Course Title

APPLIED SOCIAL MEDIA

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

8 2

Code Prerequisites

SMM 4th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**
 2nd **4th** **6th** **Summer Sem.**

Course Objectives

Students can apply their theoretical knowledge in a practical context.

Course Description

Students have to work on a social media strategy for a company during the 2nd internship.

The results have to be part of a project paper which has to be presented during the 5th semester.

Text

none

Evaluation

Project paper and presentation; Combined oral exam with Social Media Trends

Course Description

Social Media Management



Course Title

SOCIAL MEDIA TRENDS

Course Field

SOCIAL MEDIA MAN

Semester Hours ECTS Credits

8 1

Code Prerequisites

SMM 4th semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Students get an overview of up-to-date topics in Social Media Management.

Course Description

- current topics of Social Media Management
- Campaigns, Audio-/Videoblogs, sCRM, Webinars, Location Based Services, ..

Text

Handouts

Evaluation

Combined oral exam and presentation with Applied Social Media

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
SPANISH I	30	2
Course Field	Code	Prerequisites
SPANISH	SPA	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st <input checked="" type="checkbox"/> 3rd <input type="checkbox"/> 5th <input type="checkbox"/> <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	2nd <input type="checkbox"/> 4th <input type="checkbox"/> 6th <input type="checkbox"/> <input type="checkbox"/> Summer Sem.
	<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To acquire a basic conversational fluency in Spanish within two semesters.

Course Description

Spanish (for beginners) is an optional foreign language for students; for the three-year EWS and for the ESA programme, a second foreign language is compulsory - either French, Spanish or Russian.

This introductory course for beginners focuses on basic oral and written communication to develop fundamental communication skills of speaking, listening, reading and writing. It emphasises grammar, general vocabulary, pronunciation and looks at the correct usage of idiomatic expression in conversation. Audio- and video-tapes as well as other materials are incorporated in the lectures.

Main topics are:

- Grammar
- Reading and listening comprehension of texts
- Vocabularies of everyday life

Text

Perspectivas A1, Veritas-Verlag

Evaluation

Final exam 60 %
Class participation 40 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
SPANISH II	30	2
Course Field	Code	Prerequisites
SPANISH	SPA	Spanish I
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input checked="" type="checkbox"/> Summer Sem.
		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

see Spanish I.

Course Description

continued from first semester
see Spanish I

Main topics are:

- Grammar
- Reading and listening comprehension of texts
- Vocabularies of everyday life
- writing of small texts about students' experiences, reports, asking for information and giving hints

Text

Perspectivas A1, Veritas-Verlag

Evaluation

Final exam 60 %
Class participation 40 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
SPANISH III	30	2
Course Field	Code	Prerequisites
SPANISH	SPA	Spanish I-II
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

To enable the student to deal with elementary business correspondence.

Course Description

Having mastered basic grammar and oral communication, the focus is now on written communication.

Text

Handouts

Evaluation

Final exam 60 %
Class participation 40 %

Course Description

Social Media Management



Course Title

SPANISH IV

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I-III

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

see Spanish III

Course Description

continued from third semester.

Business correspondence:

Introduction to Spanish commercial correspondence, layout requirements - enquiries, orders, confirmation of order, payment, complaints, hotel reservations, making appointments. Drafting of replies to incoming letters of increasing difficulty, covering general business correspondence.

Text

Perspectivas A2, Veritas-Verlag, articles from ECOS

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Social Media Management



Course Title	Semester Hours	ECTS Credits
SPANISH V	30	2
Course Field	Code	Prerequisites
SPANISH	SPA	Spanish I-IV
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> SMM	<input type="checkbox"/> Case Study <input type="checkbox"/> Seminar	1st 3rd 5th <input type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/> Exercise <input type="checkbox"/> Tutorial	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/> Lecture	2nd 4th 6th <input type="checkbox"/> Summer Sem.
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Course Objectives

The 3rd yr of the EWS programmes focuses on international business knowledge and skills, i.e. the European business student must also acquire an advanced level of language proficiency (written and oral) in a second foreign language; students choose either French or Spanish, exceptionally Italian and Russian.

Course Description

The student now prepares for more difficult exercises, both written and oral.

Emphasis is now on business related topics as well as listening comprehension and individual presentations of business topics.

Optional preparation for the Madrid Chamber of Commerce and Industry (Cámara Oficial de Comercio e Industria de Madrid) in cooperation with the University of Alcalá, Madrid: Certificado Básico de Español de los Negocios., indicating a recognized professional skills standard.

Text

Newspapers: El País, El Mundo, Dialogo 16, etc. ECOS articles; audio material on current business, political and cultural topics.

Evaluation

Written and oral examinations

Course Description

Social Media Management



Course Title

STUDIES ABROAD

Course Field

STUDIES ABROAD

Semester Hours ECTS Credits

> 225 20

Code Prerequisites

STU completion fo the 2d year

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**
 2nd **4th** **6th** **Summer Sem.**

Course Objectives

Course Description

Students are studying a semester abroad for the completion of the 3rd year

within the SOCRATES/ERASMUS programme offering financial support

EWS has currently 8 partners in

- Belgium (KH Leuven)
- Denmark (Copenhagen Business College)
- Finland (Helsinki)
- France (St. Etienne, Lyon)
- Norway (Buskerud University College)
- Spain (Malaga)
- UK (Durham)

Students have to choose business-related topics from the course programme of the partner institute. The chosen study programme is only valid with the written confirmation of EWS.

Text

Evaluation

Students must pass exams at the partner university/college and must get at least 20 ECTS-credits for their one-semester stay abroad.

Course Description

Social Media Management

