

COURSE DESCRIPTION

SOCIAL MEDIA MANAGEMENT

2019/2020



Europa-Wirtschaftsschulen GmbH

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Introduction

Europa-Wirtschaftsschulen GmbH – EWS Vienna, located in the heart of Austria’s capital, offers you the perfect opportunity to enjoy a personalised study-programme and a stimulating extra-curricular experience in one of the world’s cultural centres.

The enrolment of international students is welcome and we are committed to their academic and personal success. EWS aims to provide an excellent learning and working environment.

This brochure has been designed to help you get started. Please do not hesitate to contact us for further questions.

We hope that you will enjoy your stay at EWS!

Address

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Mission

Europa-Wirtschaftsschulen (EWS) is a private Higher Education institution, located in the picturesque city centre of Vienna, near Schottentor (U 2 subway), the Votive Church and the University of Vienna.

EWS was founded in 1964 with the mission to offer alternative paths in Higher Education for business studies, i.e. shorter, more practice- and student-oriented studies than at university, focusing on a jointly developed European curriculum by and with EWS's many European partners. It was the first European programme of its kind in Austria and the network behind it then – ESA (European Schools for Higher Education in Administration and Management) – today comprises more than 50 institutions in 16 European countries with some 40,000 graduates employed in the private and public sector in Europe. High rates of employability of ESA graduates, proficient in three languages, is the most tangible proof of this successful European network.

Over the last decades, EWS has initiated the creation of additional European educational organisations, like EMA – European Management Academy (Seat Paris). We have been active in BUSINET – Network for the Development of Business Education Programmes – since 1994. Today EWS offers successful high-quality international business studies, focusing on business administration including financial management, development of personal and professional skills, excellent foreign language training and up-to-date computer literacy. Our major aim is to prepare the students for their European employability.

FULL-TIME PROGRAMMES

EWS offers Advanced European Business Studies. These post-secondary programmes (undergraduate or first-cycle studies) are compact, practice-oriented and international with integrated studies and work placements abroad. As a competitive alternative to education at mass institutions, EWS offers personalised full-time 2- and 3-year programmes in the following key areas:

Intern. Management

| | |
|--------------------------------|---|
| Diploma | “International Management” |
| Duration | 6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work placement(s) |
| Language of instruction | German, partially English in the 5th semester |
| Profile | The aim of this broad-based study programme is the training of assistants and junior managers for the private and public (general business) sectors as well as international organisations. The focus of the programme is a solid business administration background, interdisciplinary analysis and thinking, advanced skills in two foreign languages, computer literacy as well as training of soft skills /team-orientation, motivation, reliability, etc.) |

Office Management



| | |
|--------------------------------|---|
| Diploma | European Schools for Higher Education in Administration and Management – ESA “International Administration and Management” |
| Duration | 6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work placement(s) |
| Language of instruction | German, partially English in the 5th semester |
| Profile | The aim of this study programme is the training of multi-lingual assistants providing general management support. The focus of the programme is a solid business administration background, advanced skills in two foreign languages, computer literacy, project management, reporting, documentation, organising skills. |

Event Management

| | |
|--------------------------------|---|
| Diploma | “Business Studies and Event Management” |
| Duration | 6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s) |
| Language of instruction | German, partially English in the 5th semester |
| Profile | The aim of this study programme is the training of entrepreneurs and junior managers for the event management business and marketing/PR departments of international companies. The focus of the course is a solid business administration background, event management (including event marketing and project management), computer literacy (web-design, homepage animation, multimedia applications), advanced skills in English and preferably a second foreign language. |

Real Estate Management

| | |
|--------------------------------|--|
| Diploma | “Business Studies and Real Estate Management” |
| Duration | 6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s) |
| Language of instruction | German, partially English in the 5th semester |
| Profile | The aim of this study programme is the training of entrepreneurs and junior managers for the real estate business. The pillars of the course are a solid business administration background, knowledge of the Austrian Real estate laws combined with financial and tax know-how, advanced skills in English and preferably a second foreign language. |

Students will be awarded the nationally recognised Certificate for Assistant - Real Estate Agents and Certificate for Assistant – Real Estate Administrators.

Social Media Management

| | |
|--------------------------------|--|
| Diploma | “Business Studies and Social Media Management” |
| Duration | 6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s) |
| Language of instruction | German, partially English in the 5th semester |
| Profile | The aim of this study programme is the training of entrepreneurs and junior managers for the social media business and marketing/PR and HR departments of international companies. The focus of the course is a solid business administration background, social media management (including social media marketing and project management), computer literacy (web-design, homepage animation, multimedia applications), advanced skills in English and preferably a second foreign language. |

Study programme

EWS full-time 2- and 3-year programmes are organised as follows:

| | |
|----------------|---|
| 1 semester | Introduction to business topics towards the end of the semester students may choose one of the five programmes offered |
| 2 - 4 semester | Specialisation in <ul style="list-style-type: none"> ▶▶ International Management ▶▶ Office Management ▶▶ Real Estate Management ▶▶ Event Management ▶▶ Social Media Management |
| 5 - 6 semester | Internationalisation with studies abroad |



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"/> | <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"/> | <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"/> | <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"/> | <input 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"/> | <input type="checkbox"/> | <input 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"/> | <input type="checkbox"/> | <input 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"/> | <input type="checkbox"/> | <input 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 type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| STATISTICS II | 2 | 15 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input 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"/> | <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"/> | <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"/> | <input type="checkbox"/> | <input 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"/> | <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"/> | <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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| COMPUTER SCIENCE | | | | | | | | | | | | | |
| PRESENTATION PROGRAMMES - MS POWERPOINT | 1 | 15 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input 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"/> | <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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| DATA BASES - MS ACCESS | 2 | 30 | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input 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"/> | <input type="checkbox"/> | <input 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"/> | <input type="checkbox"/> | <input 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 type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input 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"/> | <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"/> | <input type="checkbox"/> | <input 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 type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| INTERNATIONAL ECONOMICS | 2 | 15 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ENGLISH | | | | | | | | | | | | | |
| BUSINESS ENGLISH I | 5 | 45 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input 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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Social Media Management

| | ECTS Credits | Semester Hours | Semester | | | | | |
|---|--------------|----------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| | | | 1st | 2nd | 3rd | 4th | 5th | 6th |
| 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 checked="" 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 | | | | | | | | |
| INTRO 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 | 4 | 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"/> |
| APPLIED PROJECT MANAGEMENT | 1 | 9 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" 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"/> |
| INTERNATIONAL MARKETING | 3 | 30 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 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 | | | | | | | | |

Social Media Management

| | ECTS Credits | Semester Hours | Semester | | | | | |
|------------------------------|--------------|----------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| | | | 1st | 2nd | 3rd | 4th | 5th | 6th |
| INTRODUCTION TO SOCIAL MEDIA | 2 | 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 | Semester Hours | ECTS Credits |
| <u>PRINCIPLES OF ACCOUNTING</u> | 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 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'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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- basic principles of accounting
- basics of double-entry bookkeeping
- accounting for a Merchandising Enterprise

Skills

Upon completion of the course, the student is able to

- understand the purpose of bookkeeping
- apply the different entries for various accounting purposes
- analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements

General competencies

Upon completion of the course, the student is able to

- analyse business documents for accounting statements
 - to evaluate the consequences of entries for the annual Statement of Accounts
 - to apply basic accounting practices using applicable tax laws
-

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. 22. Auflage 2018

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

BUSINESS CALCULATIONS

Course Field

ACCOUNTING

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS Credits**

30 2

Code **Prerequisites**

ACC none

Semester:

| | | | |
|--|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input checked="" type="checkbox"/> Winter Sem. |
| <input checked="" 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 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
foreign currency translations

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- principles in Business Math
- how to calculate percentages, discounts, profit and loss
- calculation schemes

Skills

Upon completion of the course, the student is able to

- differentiate between various calculation schemes
- execute business calculations

General competencies

Upon completion of the course, the student is able to

- apply and analyze the different forms of business calculations
- execute a range of mathematical processes in practical business situations
- to defend companies' pricing policies

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

FINANCIAL ACCOUNTING

Course Field

ACCOUNTING

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

30 4

Code Prerequisites

ACC Principles of Accounting

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 checked="" type="checkbox"/> Summer Sem. |
| <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;

Learning Outcomes

Knowledge

Upon completion of the course, the student has:

- advanced knowledge of various accounting situations
- advanced knowledge of double-entry bookkeeping
- knowledge of special and closing entries

Skills

Upon completion of the course, the student is able to

- apply and analyze the purpose of various bookkeeping cases
- to interpret the analysis of financial statements
- to plan, analyse and defend the annual financial process

General competencies

Upon completion of the course, the student is able to

- analyze business documents for accounting statements
- to evaluate the consequences of entries for the annual Statement of Accounts
- to apply annual accounting practices using applicable tax laws

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. wuv
Universitätsverlag
22. Auflage 2018

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

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

30 3

Code Prerequisites

ACC Principles of Accounting

Semester:

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

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has:

- knowledge the basic management functions of planning, decision making and control and how these are related within a business activity
- knowledge of the role and limitations of cost accounting practices in the context of other information and control systems
- knowledge of the benefits of budgeting

Skills

Upon completion of the course, the student is able to

- apply the main schemes of cost classification, costing methods, contribution analysis
- evaluate the operation of a budgetary control process and perform basic calculative analyses
- analyse the problem-solving and short-term decision-making aspects of management accounting
- apply standard costing techniques

General competencies

Upon completion of the course, the student is able to

- analyse and justify simple cases where cost accounting may contribute to making judgements and decisions

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

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC Principles and Financial

Semester:

1st 3rd 5th Winter Sem.

2nd 4th 6th Summer Sem.

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 performance.

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- how to analyse various types of balance sheets
- how to understand and interpret ratios

Skills

Upon completion of the course, the student is able to

- provide a basic understanding of published financial statements and how such statements can be analysed in order to draw inferences concerning the financial situation
- understand performance and viability of an organisation
- will have an appreciation of costing and budgeting techniques and their role in the wider context of organisational control systems

General competencies

Upon completion of the course, the student is able to interpret and evaluate corporate balance sheets.

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

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS** **Credits**

15 1

Code **Prerequisites**

ACC Principles of Accounting

Semester:

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

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/management control, 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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- management control and systems used in management control
- insights into control methods and control philosophies as well as into the responsibilities of a controller

Skills

Upon completion of the course, the student is able to

- understand and describe models and methods related to reporting, communication, decision making and accountability in the management control area
- apply models and methods of management control in different business areas
- show how models and methods in management control can be used to implement organisational changes
- assess and critically reflect on different models and methods in management control
- reflect on various business positions in management control

General competencies

Upon completion of the course, the student is able to

- execute and analyze the role of a controller
 - use corporate objectives model to reach operational and strategic goals of different businesses
-

Text

script by EWS

Evaluation

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

Course Description

Social Media Management

Course Title

STATISTICS I

Course Field

ACCOUNTING

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC none

Semester:

1st 3rd 5th Winter Sem.

2nd 4th 6th Summer Sem.

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has a good understanding of:

- elementary probability theory and its application
- the laws of probability and the use of Bayes theorem
- the concept of a statistical distribution
- the basic concepts of statistical inference
- exploratory data analysis

Skills

Upon completion of the course, the student is able to

- explain the basic concepts and select the appropriate measurements, tables and graphs to represent quantitative data in different scenarios
- understand probabilities and the way in which these link to probability theory on statistical inferences
- perform basic statistical inferences using confidence interval and significance test on common measures such as means and proportions and interpret the results
- perform simple linear regression and correlation analysis, and understand when it is appropriate to do so

General competencies

Upon completion of the course, the student is able to

- analyse business data and apply statistical methods

Text

Script, exercise materials, compilation of relevant formulas

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

CONTROLLING II

Course Field

ACCOUNTING

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

ACC Controlling I

Semester:

| | | | |
|------------------------------|------------------------------|---|---|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input checked="" 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

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
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced knowledge of:

- management control and systems used in management control
- the most important ratios and KPIs
- insights into control methods and control philosophies as well as into the responsibilities of a controller

Skills

- critically reflect on and evaluate the effectiveness of a management control system
- relate understanding of the above learning outcomes to practical examples and work-based case-studies

General competencies

Upon completion of the course, the student is able to

- execute and analyze the role of a controller
 - use and integrate the strategic and operative tools of the controller
-

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 **Winter Sem.**

Summer Sem.

2nd 4th 6th

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has a good understanding of:

- selected methods of inferential statistics - see list under Course Description

Skills

Upon completion of the course, the student is able to apply these concepts and justify the appropriate measurements, tables and graphs to represent quantitative data in different scenarios

General competencies

Upon completion of the course, the student is able

- to critically reflect and to analyse business data
 - to apply selected methods of inferential statistics
-

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 written exam.

Course Description

Social Media Management

Course Title

PRINCIPLES OF BUSINESS ADMINISTRATION

Course Field

BUSINESS ADMINISTRATION

Semester Hours ECTS Credits

30 3

Code Prerequisites

BUS none

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester:

1st 3rd 5th Winter Sem.

Summer Sem.

2nd 4th 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.

Learning Outcomes

Knowledge

Upon completion of the course, the student:

- has a good understanding of fundamental areas of business administration
- gains a general overview of the different concepts of business administration

Skills

Upon completion of the course, the student is able to

- critically analyse a variety of information sources, mainly newspaper articles and apply them to construct and formulate professional arguments
- integrate existing concepts, methods and interpretations within the area of business administration

General competencies

Upon completion of the course, the student is able to

- understand current business affairs
 - comment on business articles in the press, applying theoretic concepts of the course
-

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

Semester Hours ECTS Credits

5

Course Field

BUSINESS PRACTICE

Code Prerequisites

PRAC completion of 1st year

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Summer Sem.

2nd 4th 6th

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has increased:

- the ability of subject-specific communication in the mother tongue
- business skills particularly in project and events management
- knowledge of work-flow processes
- professional knowledge in the field of information technology, applying standard software
- communicative competence, communication techniques, business language, conducting conversations, meetings and negotiations, transfer of information and data, job-specific vocabulary and structures to relate academic theory to the work environment

Skills

Upon completion of the course, the student is able to apply work related skills.

General competencies

Upon completion of the course, the student is able to

- critically evaluate their learning from the placement
 - enhance career knowledge
 - plan, execute, evaluate and report on a real-life project.
-

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

Semester Hours ECTS Credits

5

Course Field

BUSINESS PRACTICE

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has increased:

- the ability of subject-specific communication in the mother tongue and/or in at least own foreign languages
- business skills particularly in project and events management
- knowledge of work-flow processes
- professional knowledge in the field of information technology, applying standard software
- communicative competence, communication techniques, business language, conducting conversations, meetings and negotiations, transfer of information and data, job-specific vocabulary and structures to relate academic theory to the work environment

Skills

Upon completion of the course, the student is able to apply work related skills in a business environment.

General competencies

Upon completion of the course, the student is able to

- critically evaluate the learning from the placement
 - enhance career knowledge
 - plan, execute, evaluate and report on a national/international real-life project.
-

Text

Evaluation

Detailed evaluation of the work placement provider and written student report.

Internships abroad will mostly be supported by EU-funds from the ERASMUS+ programme, which requires close monitoring of the student's progress.

Course Description

Social Media Management

Course Title

COMMUNICATION TECHNIQUES

Course Field

COMMUNICATIONS

Programme:

SMM

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester Hours ECTS Credits

9

1

Code

Prerequisites

COM

none

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

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 communication are discussed. Principles of speech communication (contents and structure) rules for successful argumentation active listening, correct presentation of facts verbal and non-verbal communication 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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of speech communication
- different communication models
- a clear argumentation strategy

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations
- apply the framework of communication techniques like perception, speaking, language and listening to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of positive, effective communication
- use successful negotiation techniques
- master criticism

Text

Handouts

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 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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of presentation techniques
- using different forms of visuals
- a clear argumentation strategy

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations
- apply the framework of presentation techniques, focusing on posture, gestures, eye-contact, speech, dress, use of technical aids, to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of presentation methods
 - use successful presentation techniques
 - execute a professional business presentation
-

Text

Handouts

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:

| | | | | |
|--------------------------|-------------------------------------|--------------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Winter Sem. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Summer Sem. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of negotiation techniques
- using different negotiation strategies
- successful conflict management

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations
- apply the framework of negotiation techniques, focusing on different interview techniques and conflict management methods, to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of negotiation methods
- successfully use negotiation techniques
- execute a professional meeting

Text

Handouts

Evaluation

Class participation

Course Description

Social Media Management

Course Title

PRESENTATION PROGRAMMES - MS POWERPOINT

Semester Hours ECTS Credits

15 1

Course Field

COMPUTER SCIENCE

Code Prerequisites

CSC none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Summer Sem.

2nd 4th 6th

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.
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to demonstrating competence in using presentation software

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management

Course Title

WORD PROCESSING, MS WORD

Semester Hours ECTS Credits

15 2

Course Field

COMPUTER SCIENCE

Code Prerequisites

CSC none

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 the students with a thorough knowledge and understanding of the most important operating systems (Windows) 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

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to word processing applications that can be used to produce complex documents, enhance outputs, improve productivity, and save time

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management

Course Title

SPREADSHEET PROGRAMMES - MS EXCEL

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 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

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 import data into various spreadsheets and to combine this information as needed, e.g. in a profit and loss statement.

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to understanding the concept of spreadsheets and demonstrating an ability to use a spreadsheet to produce accurate work outputs

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management

Course Title

DATA BASES - MS ACCESS

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 3rd semester standing

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to understanding the concept of a database and to demonstrating competence in using database software.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations.

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme.

Text

Script with examples.

Evaluation

Final exam

Course Description

Social Media Management

Course Title

EDP - CASE STUDY

Course Field

COMPUTER SCIENCE

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

CSC 4th semester standing

Semester:

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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to demonstrating competence in using various software programmes, combining the learned MS Office Programmes in semester 1- 3.

Skills

Upon completion of the course, the student is able to use software programmes in an efficient and professional way for many business situations.

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programmes.

Text

Handouts

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:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to the ability to understand key web publishing concepts and to create, upload and maintain a static web site.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

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"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

1st 3rd 5th **Winter Sem.**
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 picture editing programmes
- Tools
- Pallets
- Principles of picture editing
- Colours
- Choices

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to the ability to understand key web publishing concepts and to create, upload and maintain a dynamic web site using up-to-date online-tools.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Handouts

Evaluation

90% project, 10% participation

Course Description

Social Media Management

Course Title

PRINCIPLES OF ECONOMICS

Semester Hours ECTS Credits

30 3

Course Field

ECONOMICS

Code Prerequisites

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

Course Description

This introduction to macro-economics focuses on

- 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
 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 affairs in class.

Learning Outcomes

Knowledge - Upon completion of the course, the student has knowledge 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 as well as the principles of economic policy

- the role of monetary institutions, focusing on the Central Banks

Skills - Upon completion of the course, the student is able to

- demonstrate knowledge of the laws of supply and demand and equilibrium

- apply the supply and demand model to analyze responses of markets to external events

- explain the concepts of gross domestic product, inflation and unemployment, and how they are measured

- explain the circular flow model, use the concepts of aggregate demand and supply to analyse the response of the economy to disturbances.

- describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions

- define fiscal and monetary policies and how these affect the economy

- identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy.

General competencies - Upon completion of the course, the student is able to understand contemporary macro-economic theory and

relevant, current articles from the press

Text

Volkswirtschaft by Lichowski, Loidolt, Föger, Verlag hpt - Hölder-Pichler-Tempsky GmbH, Wien 2014

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

FINANCE AND INVESTMENT I

Course Field

ECONOMICS

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

30 2

Code Prerequisites

ECO 2nd year standing/Accounting

Semester:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge

- to develop portfolio strategies for individual and institutional investors
- to analyze companies for investment purposes
- to recommend adequate forms of investment and financial instruments, focusing on the stock exchange

Skills

Upon completion of the course, the student is able to

- list given types of financial instruments and explain how they work in detail
- contrast key characteristics of given financial instruments
- relate key facts of the managed fund industry
- explain the fundamental drivers of diversification as an investment strategy for investors
- competently identify established risk management techniques used

General competencies

Upon completion of the course, the student is able to understand the complex world of financing and investment.

Text

ALLGEM. BETRIEBSWIRTSCHAFTSLEHRE, Thommen/Achleitner, published by Gabler, Wiesbaden/Germany, 8th edition, 2016.

Other basic literature

Evaluation

Two written exams - midterm and final exam; participation

Course Description

Social Media Management

Course Title

INTERNATIONAL ECONOMICS

Semester Hours ECTS Credits

15 2

Course Field

ECONOMICS

Code Prerequisites

ECO 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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge to:

- prepare current topics in international economics for discussions and presentations
- analyse business-related topics
- define the pros and cons
- give recommendations for business solutions

Skills

Upon completion of the course, the student is able to

- lead professional debates in Business English
- analyze complex business data to draft oral and written business reports
- negotiate and recommend business strategies

General competencies

Upon completion of the course, the student is able to professionally lead discussions and business debates on complex international business affairs

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

FINANCE AND INVESTMENT II

Semester Hours ECTS Credits

15 2

Course Field

ECONOMICS

Code Prerequisites

ECO 3rd year standing/Account

Programme:

SMM

Education type:

- Case Study Seminar
 Exercise Tutorial
 Lecture

Semester:

| | | | |
|--------------------------|--------------------------|-------------------------------------|---|
| 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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has enhanced knowledge

- to develop portfolio strategies for individual and institutional investors
- to analyze companies for investment purposes
- to recommend adequate forms of investment and financial instruments, focusing on the stock exchange

Skills

Upon completion of the course, the student is able to

- list given types of financial instruments and explain how they work in detail
- contrast key characteristics of given financial instruments
- relate key facts of the managed fund industry
- explain the fundamental drivers of diversification as an investment strategy for investors
- competently identify established risk management techniques used

General competencies

Upon completion of the course, the student is able to

- apply and analyse the complex world of financing and investment
- recommend various forms of finance and investment

Text

Handouts

Evaluation

40 % presentation
60 % written exam

Course Description

Social Media Management

Course Title

BUSINESS ENGLISH I

Semester Hours ECTS Credits

45 5

Course Field

ENGLISH

Code Prerequisites

ENG Placement Test

Programme:

SMM

Education type:

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

Semester:

| | | | |
|-------------------------------------|--------------------------|--------------------------|--|
| 1st | 3rd | 5th | <input checked="" type="checkbox"/> Winter Sem. |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Summer Sem. |
| 2nd | 4th | 6th | |
| <input 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 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.
- Business Proficiency; Chaps. 1 - 3;
- writing skills: CV writing, motivation letter

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Ashford, Smith. Business Proficiency, Klett 2017

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

Evaluation

Class participation and attendance: 40 %

Homework assignments: 30 %

Quizzes: 30 %

TOTAL: 100 %

Course Description

Social Media Management

Course Title

BUSINESS ENGLISH II

Course Field

ENGLISH

Semester Hours ECTS Credits

60 5

Code Prerequisites

ENG 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

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.
- Business Proficiency; Chaps. 4 - 6;
- 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

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Ashford, Smith. Business Proficiency, Klett 2017

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
-

Evaluation

Class participation and attendance: 40 %, Homework assignments: 30 %, Quizzes: 30 %
TOTAL: 100 %

Course Description

Social Media Management

Course Title

BUSINESS ENGLISH III

Course Field

ENGLISH

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

60 5

Code Prerequisites

ENG 3rd semester standing

Semester:

| | | | |
|--------------------------|-------------------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Summer Sem. |
| <input type="checkbox"/> | <input 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 third 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
- Business Proficiency; Chapt. 7-11;
- writing skills: advanced business letters (complaints)

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

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2/C 1 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Class Handouts

- Ashford, Smith. Business Proficiency, Klett 2017

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

BUSINESS ENGLISH IV

Course Field

ENGLISH

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

60 5

Code Prerequisites

ENG 4th semester standing

Semester:

| | | | | |
|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Winter Sem.
 Summer Sem.

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 fourth 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 12-166-9, 17-20
- writing skills: business letters (orders, invoices)

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading, writing and oral skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar
- understand complex dialogues on various business topics

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Class Handouts

- Ashford, Smith. Business Proficiency, Klett 2017

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

BUSINESS ENGLISH V

Course Field

ENGLISH

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

45 5

Code Prerequisites

ENG 3rd year standing

Semester:

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

 Summer Sem.

2nd 4th 6th

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,

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations

- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading, oral and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics

- prepare and deliver short individual and group presentations in English on business related topics

- read, summarize and discuss newspaper articles on business related topics

- have a working knowledge of business words and phrases and a good command of English grammar

- understand complex dialogues on various business topics

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

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 checked="" type="checkbox"/> 6th | <input checked="" type="checkbox"/> Summer Sem. |

Course Objectives

Final international diploma exam

Course Description

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

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Evaluation

international oral diploma exam

Course Description

Social Media Management

Course Title

GERMAN: WRITING WORKSHOP

Semester Hours ECTS Credits

15 1

Course Field

GERMAN

Code Prerequisites

GER none

Programme:

SMM

Education type:

- Case Study Seminar
 Exercise Tutorial
 Lecture

Semester:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of
 - how to write an article correctly based on the German spelling reform
 - principles of story-telling and creative writing

Skills

Upon completion of the course, the student is able to
 - plan, draft, sequence and structure written text in various styles and formats
 - review and proofread written text for appropriate style, correct and appropriate language, sequence, structure and readability
 - present written text in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to competently use the German language (grammatical, orthographical accuracy)

Text

Handouts

Evaluation

participation/exercises.

Course Description

Social Media Management

Course Title

BUSINESS CORRESPONDENCE I (in German)

Semester Hours ECTS Credits

15 1

Course Field

GERMAN

Code Prerequisites

GER none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

| | | | |
|--|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input checked="" type="checkbox"/> Winter Sem. |
| <input checked="" 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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write a business letter according to the published norms of the Austrian Institute for Standardization
- different business letters and emails based on the daily business activities

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure written business communications in various styles and formats
- review and proofread written business communications for appropriate style, correct and appropriate language, sequence, structure and readability
- present written business communications in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to master different business correspondence in connection with the fulfilment of sales contracts.

Text

Handouts for the preparation of business correspondence.

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

ACADEMIC WRITING

Course Field

GERMAN

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

15 1

Code Prerequisites

GER none

Semester:

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

Course Objectives

To familiarize the student with academic writing styles.

Course Description

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write an academic text
- principles of academic argumentation, quotation rules and critical comments

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure an academic text in various styles and formats
- review and proofread academic text for appropriate style, correct and appropriate language, sequence, structure and readability
- write an academic text according to academic standards

General competencies

Upon completion of the course, the student is able to competently use academic writing styles.

Text

Handouts

Evaluation

Exercises and 1 academic paper of 4 pages text applying academic quotation standards.

Course Description

Social Media Management

Course Title

BUSINESS CORRESPONDENCE II (in German)

Course Field

GERMAN

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

GER Business Correspondenc

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 checked="" type="checkbox"/> Summer Sem. |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write a business letter according to the published norms of the Austrian Institute for Standardization
- different business letters and emails based on the daily business activities

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure written business communications in various styles and formats
- review and proofread written business communications for appropriate style, correct and appropriate language, sequence, structure and readability
- present written business communications in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to master different business correspondence in connection with the fulfilment of sales contracts.

Text

Handouts

Evaluation

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

Course Description

Social Media Management

Course Title

INTRO TO THE AUSTRIAN LEGAL SYSTEM

Semester Hours ECTS Credits

15 2

Course Field

LAW

Code Prerequisites

LAW none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

| | | | |
|--|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input checked="" type="checkbox"/> Winter Sem. |
| <input checked="" 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 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

Private Law:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System
- the main principles which govern entry into a contract and the terms of a contract
- the principal policies and values underpinning contract rules

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyze the Austrian public and private law and its impact on the individual as well as the business community.

Text

EWS Script

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

PUBLIC AND PRIVATE LAW

Semester Hours ECTS Credits

30 2

Course Field

LAW

Code Prerequisites

LAW Intro to the Austrian law

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester:

1st 3rd 5th Winter Sem.

Summer Sem.

2nd 4th 6th

Course Objectives

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

Course Description

Private Law: Continuation from the previous semester, contract law

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
 the law of remedies,
 legal enforcement (court proceedings, rules of foreclosure)
 consumer protection
 bankruptcy law

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System and the Austrian Constitution
- the main principles which govern entry into a contract and the terms of a contract
- the principal policies and values underpinning contract rules

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyse the Austrian public and private law and its impact on the individual as well as the business community.

Text

Script by EWS

Evaluation

Mid-term exam

Final written exam

EWS Vienna, 2019/20

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:

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

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).

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System
- the main principles of Labour and Employment Law
- the principal policies and values underpinning labour law

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyze the Austrian labour and employment law and its impact on the individual as well as the business community.

Text

Script by EWS

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

COMMERCIAL 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:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System
- the main principles of Commercial and Corporate law
- the principal policies and values underpinning commercial rules

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyse the Austrian commercial law and its impact on the individual as well as the business community.

Text

Script by EWS

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

TAXATION

Course Field

LAW

Programme:

SMM

Education type:

- Case Study Seminar
 Exercise Tutorial
 Lecture

Semester Hours ECTS Credits

30 2

Code Prerequisites

LAW

Semester:

- | | | | |
|--------------------------|-------------------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the Austrian Tax System
- the main principles of tax law
- the principal tax policies

Skills

Upon completion of the course, the student is able to

- calculate tax liabilities with reference to a range of textual and numerical data
- expound upon the contemporary problems which currently beset the tax system

General competencies

Upon completion of the course, the student is able to

- apply and analyse the Austrian tax law
 - to prepare simple tax returns for individuals and small businesses.
-

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

MANAGEMENT

Course Field

MANAGEMENT

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

30 4

Code Prerequisites

MGT None

Semester:

| | | | | |
|-------------------------------------|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | <input checked="" type="checkbox"/> Summer Sem. |
| <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
 - Business Plan
- Finally, each student has to present a short business plan for a start-up project.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- historical developments within the management discipline
- tools and techniques used within General Management
- prominent theories within the discipline of Management, Organisational Behaviour and Leadership
- how the role of management can affect the performance of an organisation
- entrepreneurship and the relationship between entrepreneurs, owner-managers; Inventors and innovators
- the criteria for the development of a successful business plan.

Skills

Upon completion of the course, the student is able to

- analyze and evaluate the tasks and roles of management
 - apply different management theories for business success
- General competencies

Upon completion of the course, the student is able to plan his/her own business and take managerial decisions.

Text

„Kompaktraining Unternehmensführung“ Olfert/Pischulti, 7. Auflage, Kiehl-Verlag 2017,
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

LABOUR, BUSINESS AND ORG. PSYCHOLOGY

Semester Hours ECTS Credits

15 1

Course Field

MANAGEMENT

Code Prerequisites

MGT none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of:

- key concepts, theoretical perspectives, empirical findings in business and organisational psychology
- personnel assessment and selection and how organisational identity and culture (norms, practices) can affect employee and organisational functioning
- the distinctive role of organisational psychology in addressing whole-of-organisation functioning.

Skills

Upon completion of the course, the student is able to apply and analyze the most important findings and basic principles of general psychology, psychoanalysis and psychology of personality.

General competencies

Upon completion of the course, the student is able to understand the importance of psychology for the direct, indirect as well as the personal "leadership" and social interaction.

Text

EWS Script, Class notes and summaries;

Evaluation

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

Course Description

Social Media Management

| | | |
|--|---|---|
| Course Title | Semester Hours | ECTS Credits |
| APPLIED MANAGEMENT | 30 | 4 |
| 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 | 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 checked="" type="checkbox"/> Lecture | 2nd 4th 6th <input type="checkbox"/> Summer Sem. |
| | | <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 business sector, 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.

Each student has to write a seminar paper.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- how to apply tools and techniques used within General Management
- evaluate theories within the discipline of Management, Organisational Behaviour and Leadership
- analyze and justify the role of management for the performance of an organisation

Skills

Upon completion of the course, the student is able to

- analyze and evaluate the tasks and roles of management
- apply different management theories for business success

General competencies

Upon completion of the course, the student is able to solve complex business problems.

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

HUMAN RESOURCE MANAGEMENT

Course Field

MANAGEMENT

Programme:

SMM

Education type:

Case Study Seminar

Exercise Tutorial

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

MGT Intro to Management

Semester:

1st 3rd 5th Winter Sem.

2nd 4th 6th Summer Sem.

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the importance of human resources and their effective management in organizations
- a basic understanding of different tools used in forecasting and planning human resource needs
- the meanings of terminology and tools used in managing employees effectively
- the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training
- the current theory and practice of recruitment and selection.
- the advantages and disadvantages of induction processes for new incumbents in a role

Skills

Upon completion of the course, the student is able to

- contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- administer and contribute to the design and evaluation of the performance management program.
- develop, implement, and evaluate employee orientation, training, and development programs.
- research and analyse information needs and apply current and emerging information technologies to support the human resources function.
- develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
- manage the own professional development.

General competencies

Upon completion of the course, the student is able to explain, implement and analyse the various HR methods for the management of personnel.

Text

Handouts

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

APPLIED PROJECT MANAGEMENT

Course Field

MANAGEMENT

Semester Hours ECTS Credits

9 1

Code Prerequisites

MGT 4th 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

Practical application of recently gained knowledge and management skills to small case studies

Course Description

This interdisciplinary seminar serves to integrate and apply knowledge and skills gained in management, office organisation, project management as well as business administration and professional skills.

Case studies in the areas of information processing and information administration, work scheduling and time management are being discussed; Students learn to prepare and present the organization of events on their own

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of integrating various project management concepts and methods.

Skills

Upon completion of the course, the student is able to

- plan, organise and execute business projects
- analyse and solve project case studies

General competencies

Upon completion of the course, the student is able to

- master real-life project scenarios
 - integrate various areas of project management in a project draft
 - analyse and evaluate project management concepts
-

Text

Handouts.

Evaluation

presentation of a case study/project

Course Description

Social Media Management

Course Title

INTERNATIONAL MANAGEMENT

Course Field

MANAGEMENT

Semester Hours ECTS Credits

30 3

Code Prerequisites

MGT Management

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Summer Sem.

2nd 4th 6th

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
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of

- the factors and impact of globalisation
- 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

Skills

Upon completion of the course, the student is able to

- conduct an environmental scan to evaluate the impact of world issues on an organisation's international business opportunities.
- conduct, evaluate and present market research to support an organization's international business decision-making.
- develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
- apply, analyse and evaluate various cultural theories
- critically analyse and justify management decisions of international case studies

General competencies

Upon completion of the course, the student is able to explain, to implement, to analyse and to solve various management challenges in the international context, using English as working language.

Text

Various handouts

Evaluation

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

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:

| | | | |
|--------------------------|--------------------------|-------------------------------------|-------------------------------------|
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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of integrating various project management concepts and methods in an international setting.

Skills

Upon completion of the course, the student is able to

- plan, organise and execute business projects
- analyse and solve project case studies with focus on English as working language

General competencies

Upon completion of the course, the student is able to

- master real-life project scenarios in an international setting
- integrate various areas of project management in a project draft
- analyse and evaluate project management concepts

Text

Handouts

Evaluation

presentation of a project

Course Description

Social Media Management

Course Title

PRINCIPLES OF MARKETING

Course Field

MARKETING

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

MKT none

Semester:

| | | | |
|---|------------------------------|------------------------------|---|
| <input checked="" type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input checked="" type="checkbox"/> Winter Sem. |
| <input checked="" 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 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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- marketing principles in a wide variety of contexts.
- the principles of market research
- customer relationship management

Skills

Upon completion of the course, the student is able to

- evaluate and apply components of the marketing principles
- explain a course of action based on relevant marketing theories/frameworks.
- define and summarise marketing concepts.

General competencies

Upon completion of the course, the student is able to apply, integrate and justify the use of available marketing instruments.

Text

„Kompakttraining Marketing“ von Weis, 8. Auflage, Kiehl-Verlag 2016

Evaluation

Final written exam

Course Description

Social Media Management

Course Title

MARKETING-MIX

Course Field

MARKETING

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

30 3

Code Prerequisites

MKT Principles of Marketing

Semester:

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

 Summer Sem.

2nd 4th 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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- core concepts of marketing and the role of marketing-mix in business and society.
- marketing strategies based on product, price, place and promotion objectives.
- the unique marketing mixes and selling propositions for specific product offerings.
- marketing strategies which influence consumers.
- marketing problems and provide solutions based on a critical examination of marketing information.

Skills

Upon completion of the course, the student is able to

- identify how to develop a marketing-mix: product, price, promotion and place.
- implement elements of product to include: design, package, brand and product life cycle.
- justify elements of price to include: pricing methods (factors such as completion, discounts) and break-even chart.
- evaluate elements of promotion to include: Advertising – functions and types of media, Sales Promotion – definition and types, Public Relations – definition and types, Personal Selling.
- recommend elements in place to include: channels of distribution, definitions of retailer, wholesaler and franchising.

General competencies

Upon completion of the course, the student is able to integrate the marketing-mix to create a unique, sophisticated marketing strategy for various business settings.

Text

„Kompakttraining Marketing“ von Weis, 8. Auflage, Kiehl-Verlag 2016

Evaluation

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

Course Description

Social Media Management

Course Title

INTERNATIONAL MARKETING

Course Field

MARKETING

Semester Hours ECTS Credits

30 3

Code Prerequisites

MKT Marketing Mix

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

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
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- characteristics of International Marketing
- international Market Research (Knowing your competition and your customers)
- brand management: differentiation or globalisation

Skills

Upon completion of the course, the student is able to

- comprehensively analyse and evaluate an international marketing situation and recommend future strategies
- evaluate the impact of recent environmental changes on international marketing.
- analyse and apply the various components of the international marketing mix to create marketing performance and competitive advantage.
- interpret and recommend the key issues required in managing international marketing practices.

General competencies

Upon completion of the course, the student is able to execute, judge and design an international marketing strategy based on global marketing concepts illustrated by case studies and a real-life cases.

Text

Handouts

Philip Kotler, Marketing Management

Keegan, Schlegelmilch, Stöttinger: Globales Marketing-Management

Evaluation

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

Course Description

Social Media Management

Course Title

OFFICE AND PROJECT MANAGEMENT 1

Semester Hours ECTS Credits

22 2

Course Field

OFFICE MANAGEMENT

Code Prerequisites

OM none

Programme:

SMM

Education type:

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

Semester:

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the tasks and activities of an office assistant
- the main personal working techniques and project management tools

Skills

Upon completion of the course, the student is able to

- manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities.
- coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.
- evaluate, establish and administer a variety of records management systems to ensure confidential, secure, accessible and organized electronic and paper records.
- prepare and produce a variety of business documents using available technologies and applying industry standards.
- research, analyze and summarize information on resources and services and prepare summary reports with recommendations.
- organize and coordinate meetings, conferences, special events and make travel arrangements, including the preparation of related documentation.
- support the implementation of projects by applying basic principles of project management.

General competencies

Upon completion of the course, the student is able to

- support management in office administration, prepare business documents, demonstrate business communication skills.
 - utilize appropriate office technology and execute the duties of an office administrator.
-

Text

Handouts

Evaluation

project work, participation in class.

EWS Vienna, 2019/20

Course Description

Social Media Management

Course Title

OFFICE AND PROJECT MANAGEMENT 2

Course Field

OFFICE MANAGEMENT

Semester Hours ECTS Credits

22 2

Code Prerequisites

OM 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

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the tasks and activities of an office assistant
- the main personal working techniques and project management tools

Skills

Upon completion of the course, the student is able to

- manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities.
- coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.
- evaluate, establish and administer a variety of records management systems to ensure confidential, secure, accessible and organized electronic and paper records.
- prepare and produce a variety of business documents using available technologies and applying industry standards.
- research, analyze and summarize information on resources and services and prepare summary reports with recommendations.
- organize and coordinate meetings, conferences, special events and make travel arrangements, including the preparation of related documentation.
- support the implementation of projects by applying basic principles of project management.

General competencies

Upon completion of the course, the student is able to

- support management in office administration, prepare business documents, demonstrate business communication skills.
- utilize appropriate office technology and execute the duties of an office administrator.

Text

Handouts

Evaluation

Exercises and practical case studies; final presentation

EWS Vienna, 2019/20

Course Description

Social Media Management

Course Title

**RESEARCH - DEFENSE OF PROJECT PAPER/DIPLOMA
THESIS**

Semester Hours ECTS Credits

0 1

Code Prerequisites

Course Field

RESEARCH

RDTEXA 4th/6th semester standin

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- providing arguments for and defend own findings, as well as providing constructive criticism for other people's findings and recommendations
- the necessary learning skills and independence for further studies

Skills

Upon completion of the course, the student is able to

- communicate complex business information, challenges and findings
- present and describe scientific issues and research findings using analytical and methodological terminology
- make decisions in an independent, professional manner and defend them

General competencies

Upon completion of the course, the student is able to present and defend the research paper in a business setting

Text

Evaluation

by tutor and international examination commission

Course Description

Social Media Management

Course Title

PROJECT PAPER

Course Field

RESEARCH

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

0 6

Code Prerequisites

RPJ 2nd year standing

Semester:

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

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

Event Management:

- Event management or business related topics

Office Management - ESA:

- Business related topics

Social Media Management:

- Curriculum related topics

Real Estate 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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- different research methods
- how to write a project paper
- theoretical and empirical concepts

Skills

Upon completion of the course, the student is able to

- understand theoretical concepts and be able to recognise the relevance to the own research
- apply knowledge to the collection, organisation, manipulation and interpretation of data.
- demonstrate an awareness of important aspects of conducting research, such as ethical considerations, risk in research contexts and quality in research outcomes.
- apply skills in preparing for and conducting research
- apply written communication skills through the interpretation of analyses and the preparation of the project paper.

General competencies

Upon completion of the course, the student is able to produce a project paper.

Text

dependent on topic chosen, reading list available from tutor.

Evaluation

by examination commission
EWS Vienna, 2019/20

Course Description

Social Media Management

Course Title

RESEARCH DIPLOMA THESIS

Course Field

RESEARCH

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

0 8

Code Prerequisites

RDT 5th semester standing

Semester:

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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 an empirical part, showing application of statistical models (questionnaires) or qualitative methods (interviews).

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- different research methods
- how to write a research paper
- theoretical and empirical concepts
- methods for statistical description and inference

Skills

Upon completion of the course, the student is able to

- understand theoretical concepts and to recognise the relevance to the own research
- apply knowledge to the collection, organisation, manipulation and interpretation of data.
- demonstrate an awareness of important aspects of conducting research, such as ethical considerations, risk in research contexts and quality in research outcomes.
- apply skills in preparing for and conducting research
- apply written communication skills through the interpretation of analyses and the preparation of the academic paper.

General competencies

Upon completion of the course, the student is able to produce a scientific research paper.

Text

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

Evaluation

by tutor and international examination commission

Course Description

Social Media Management

Course Title

INTRODUCTION TO SOCIAL MEDIA

Semester Hours ECTS Credits

20 2

Course Field

SOCIAL MEDIA MAN

Code Prerequisites

SMM none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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| <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 checked="" type="checkbox"/> Summer Sem. |
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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-bullying/stalking
 - Social Media tools:
Social Media Prism
important tools for SM-Management
 - Intro to the most important networks in practice (opportunities and threats)
 - - Facebook, Instagram, LinkedIn, Xing, Twitter, Blogs .. for personal use
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- different Social Media principles and applications
- the function, structure and benefit of social networks and tools
- how to use different Social Media tools for personal use

Skills

Upon completion of the course, the student is able to

- broadly define the functionality of different Social Media platforms.
- identify the target demographics associated with each platform.
- evaluate the best social media platform(s) for their purposes

General competencies

Upon completion of the course, the student is able to analyze the suitability of different Social Media platforms for various purposes.

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)
 - Viral/Mobile Marketing (Flash Mobs)
 - Word of Mouth Marketing
 - How to identify your target groups in the Internet
 - Social Media campaigns
 - Case studies
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the professional use of Social Media for business marketing activities
- the context of Social Media marketing strategies
- the integration of Social Media marketing into the companies' marketing policies
- analyzing Social Media marketing strategies

Skills

Upon completion of the course, the student is able to

- develop a Social Media Marketing strategy, combining social media marketing goals and objectives
- justify internal social media policy, including management, timing, and frequency
- produce tailor-made content for Social Media campaigns

General competencies

Upon completion of the course, the student is able to develop effective approaches for propagating ideas, messages, products, and behaviors across social media networks.

Text

Handouts

Evaluation

Written exam and project

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:

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| <input type="checkbox"/> 2nd | <input checked="" type="checkbox"/> 4th | <input type="checkbox"/> 6th | <input type="checkbox"/> Summer Sem. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Course Objectives

Students 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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the legal framework of Social Media
- the legal conditions for Social Ads
- personal rights
- data protection issues, copyright, trademark rights and competition law

Skills

Upon completion of the course, the student is able to apply the legal framework of Social Media to various business activities linked to the use of Social Media

General competencies

Upon completion of the course, the student is able to justify Social Media activities in regard to the most important legal aspects of Social Media.

Text

Handouts

Evaluation

Written exam

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:

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| 2nd | 4th | 6th | Summer Sem. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

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

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- different Social Media strategies and tools for business purposes
- the function, structure and benefit of social networks and tools for professional usage

Skills

Upon completion of the course, the student is able to

- broadly define the functionality of different Social Media platforms.
- identify the target demographics associated with each platform.
- evaluate the best social media platform(s) for their purposes

General competencies

Upon completion of the course, the student is able to analyze the suitability of different Social Media platforms for various purposes.

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 controlling tools
- Real-time measuring and prompt reactions to comments, posts and tweets
- Identifying influencers and target audiences
- Reporting and Key Performance Indicators (KPI)

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the main SM monitoring and analytical tools
- Google Analytics
- social media reporting and KPI

Skills

Upon completion of the course, the student is able to

- understanding and use the main SM monitoring and analytical tools
- evaluate various Social Media campaigns with different monitoring and controlling tools
- adjust the Social Media strategy according to the results of the Social media controlling
- recommend adaptations to increase the effectiveness of Social Media campaigns

General competencies

Upon completion of the course, the student is able to evaluate Social Media campaigns and to take the appropriate strategic measures

Text

Handouts

Evaluation

Combined oral exam and presentation with Social Media for HR

Course Description

Social Media Management

Course Title

SOCIAL MEDIA FOR HR

Course Field

SOCIAL MEDIA MAN

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 3rd semester standing

Semester:

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

Course Objectives

Students learn to use Social Media Campaigns for HR purposes.

Course Description

- Employer Branding
Definition and criteria for successful employer branding
Advantages, effects and misunderstanding of employer branding
Development of a comprehensive Employer Branding strategy
Development of an Employer Value Proposition
Your mission statement as a starting point
Brand Basics and Employer Brand Insights
Tools for a strategic Employer Branding process
Different communication styles
Case studies, eg Orthomol Pharma, T-Mobile
- Social Recruiting:
Social Media strategies for recruitment
Various platforms for the HR activities
Create and enlarge networks for getting into contact with your target groups
Social Recruiting
Case studies and best practice examples
Checklists

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the design of a modern Employer Brand
- the consequences of an Employer Branding Strategy
- best practice Social Media strategies for recruitment

Skills

Upon completion of the course, the student is able to

- analyzing the consequences of an Employer Branding Strategy
- developing and executing best practice Social Media strategies for recruitment
- justify business activities to create a successful Employer brand and recruitment strategy

General competencies

Upon completion of the course, the student is able to recommend Social Media campaigns for HR purposes.

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

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

12 2

Code Prerequisites

SMM 3rd semester standing

Semester:

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|--------------------------|-------------------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> Summer Sem. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | |

Course Objectives

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

Course Description

- Elements of blogs
- Blog Campaigning: conception, planning and realisation with WordPress
- Storytelling
- Blogmonitoring and –controlling
- Crisis management
- Ad Campaigning – Linkbuilding, Keyword Research
- Weblogs as SEO-Tool

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the professional usage of Blogs as marketing tool
- the design of different blog campaigns for business purposes
- the main principles of Blogmonitoring and –controlling

Skills

Upon completion of the course, the student is able to

- create blog campaigns for business purposes
- evaluate the results of blog campaigns and take corresponding measure to increase the impact of blogs

General competencies

Upon completion of the course, the student is able to recommend activities of the strategic use of blog marketing.

Text

Handouts

Evaluation

Oral exam and presentation

Course Description

Social Media Management

Course Title

SOCIAL MEDIA TRENDS

Semester Hours ECTS Credits

8 1

Course Field

SOCIAL MEDIA MAN

Code Prerequisites

SMM 4th semester standing

Programme:

SMM

Education type:

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

Semester:

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|-------------------------------------|-------------------------------------|--|--|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input checked="" 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

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, ..

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- current topics of Social Media Management focusing on campaigns, Audio-/Videoblogs, sCRM, Webinars, Location Based Services

Upon completion of the course, the student is able to

- plan, create and execute Social Media campaigns
- analyze and evaluate Social Media activities

General competencies

Upon completion of the course, the student is able to

- master real-life Social Media campaigns
- integrate various areas of Social Media management for business purposes
- analyze and evaluate Social Media management strategies

Text

Handouts

Evaluation

Combined oral exam and presentation with Applied Social Media

Course Description

Social Media Management

Course Title

APPLIED SOCIAL MEDIA

Course Field

SOCIAL MEDIA MAN

Programme:

SMM

Education type:

- Case Study Seminar
 Exercise Tutorial
 Lecture

Semester Hours ECTS Credits

8

2

Code Prerequisites

SMM 4th semester standing

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.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of the integration of various Social Media management concepts and methods.

Skills

Upon completion of the course, the student is able to

- plan, create and execute Social Media campaigns
- analyze and evaluate Social Media activities

General competencies

Upon completion of the course, the student is able to

- master real-life Social Media campaigns
- integrate various areas of Social Media management for business purposes
- analyze and evaluate Social Media management strategies

Text

none

Evaluation

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

Course Description

Social Media Management

Course Title

SPANISH I

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA none

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Summer Sem.

2nd 4th 6th

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.

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
-

Learning Outcomes

- Speaking: Students will communicate verbally at the beginner level (A 1) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the beginner level (A 1). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the beginner level (A 1) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the beginner level (A 1). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 1- A1, Klett-Verlag, 2013

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Social Media Management

Course Title

SPANISH II

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I

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 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
-

Learning Outcomes

- Speaking: Students will communicate verbally at the beginner level (A 1+) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.
 - Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the beginner level (A 1+). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.
 - Writing: Students will exhibit the ability to write at the beginner level (A 1+) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.
 - Reading: Students will exhibit the ability to understand written Spanish at the beginner level (A 1+). They will examine a variety of materials including articles.
-

Text

Aula internacional nueva edición 1- A1, Klett-Verlag, 2013

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Social Media Management

Course Title

SPANISH III

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I-II

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Learning Outcomes

- Speaking: Students will communicate verbally at the intermediate level (A 2) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the intermediate level (A 2). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the intermediate level (A 2) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the intermediate level (A 2). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 2- A2, Klett-Verlag, 2013, articles from ECOS

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.

Learning Outcomes

- Speaking: Students will communicate verbally at the intermediate level (A 2+) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the intermediate level (A 2+). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the intermediate level (A 2+) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the intermediate level (A 2+). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 2- A2, Klett-Verlag, 2013, articles from ECOS

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Social Media Management

Course Title

SPANISH V

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I-IV

Programme:

SMM

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

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

Summer Sem.

2nd 4th 6th

Course Objectives

Students shall be able to cope with more difficult topics in Spanish.

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.

Learning Outcomes

- Speaking: Students will communicate verbally at the intermediate level (B 1) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the intermediate level (B 1). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the intermediate level (B 1) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the intermediate level (B 1). They will examine a variety of materials including articles.

Text

eñe B1.1 - the Spanish course - student book , Cristóbal González Salgado, Hueber Verlag, 2010

Evaluation

Written and oral examinations

Course Description

Social Media Management

Course Title

STUDIES ABROAD

Course Field

STUDIES ABROAD

Programme:

SMM

Education type:

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

Semester Hours ECTS Credits

> 225 20

Code Prerequisites

STU completion of the 2d year

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 checked="" type="checkbox"/> 6th | <input checked="" type="checkbox"/> Summer Sem. |

Course Objectives

Students are studying a semester abroad to gain international experience and will complete the 3rd year of their EWS studies.

Course Description

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

EWS has currently the following partners

- Denmark (International Business Academy – IBA Kolding)
- Norway (University College of South-East Norway)
- UK (Durham)
- UK (European College of Business and Management, London) - part-time programme

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.

Learning Outcomes

Academic Learning Outcomes

- Programme related learning
- Knowledge of norms and cultures of another country and its educational system
- Language proficiency
- Optional: Career-related knowledge or contacts developed through an internship

Ability Learning Outcomes

- Autonomy/self-direction
- Confidence
- Critical thinking skills
- Tolerance for ambiguity
- Flexibility

General Competencies

- Intercultural awareness and competence
- Awareness of global issues
- Ability to evaluate competing perspectives on global issues
- Interest in community service/involvement
- Appreciation of difference
- Awareness of one's own values and culture
- New perspective on the home country and its role in the world

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.