

**COURSES TAUGHT IN ENGLISH AT
THE SALZBURG UNIVERSITY OF APPLIED SCIENCES**

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ITS – Information Technology and Systems Management – Courses Winter Semester 2008/09

Semester 1:

Course Title	English 1
Course Code	ITS1ENGIL
International Category	5
Number of Credits	3 ECTS CP
Semester	1
Course Type	3 ECTS CP Integrated Lecture
Exam Modalities	Continuous Assessment
Prerequisites	Level B1 (European Language Framework)
Level	Advanced
Acquired Knowledge/Skills	The students have improved their language competence and extended their general and technical vocabulary. They are able to describe and explain trends and developments, statistics and tables, processes and devices orally and in writing. The students are familiar with the language of manuals and operating guides.
Course Contents	Skills: description of schematic diagrams; extracting and summarizing relevant facts from texts, films and audio recordings formulating requirements, proposals and recommendations, basics of business correspondence; arranging meetings and appointments discussion of current issues, presentations Topics: current trends in information technology; computer systems and information technology networks; data security
Literature	Script based on: Glendinning E and McEwan J. Oxford English for Information Technology, OUP 2002; Glendinning E and McEwan J. Basic English for Computing, OUP, 1999; Glendinning E and McEwan J. Oxford English for Electronics, OUP 1993; Cotton D. and S Robinson. Business Class, Longman 1997; Riley D. Vocabulary for Computing. Peter Collin Publishing, 1995; Comfort, Jeremy et al. English for the Telecommunications Industry, OUP 1986; Fowles Anthony et al. Executive Decisions, Longman 1995; Goodale, Malcolm. The Language of Meetings. Klett 1990

Semester 3:

Course Title	Internet Protocol and Services
Course Code	ITS3IPDLB (Lab)
International Category	4
Number of Credits	2 ECTS CP
Semester	3
Prerequisites	Foundation Courses in Computer Networks
Level	intermediate
Course Type	Lab: 2 ECTS CP

Exam Modalities	Continuous Assessment
Course Contents	Introduction to Cisco Networking Academy (CAN); Basics and testing of network wiring; Basics of Local Area Networks (LAN); IP addressing and subnetting; Protocols of the TCP/IP stack; Analysis of network traffic; Introduction to Cisco routers; Cisco Command Line Interface (CLI); Conception and configuration of simple data networks; Basics of network diagnosis; Configuration of routing protocols; Basics and upgrading of the Cisco IOS; Configuration of Access control lists;

Course Title	Web Technologies
Course Code	ITSB3WTEVO (lecture) ITSB3WTELB (lab)
International Category	4
Number of Credits	2 ECTS CP lecture 2 ECTS CP lab
Semester	3
Prerequisites	foundation courses in informatics
Level	intermediate
Course Type	Lecture/ Lab
Exam Modalities	Lecture: Final exam lab: Continuous Assessment
Acquired Knowledge/Skills	The students have a comprehensive overview of current web technologies and are proficient in basic web programming, and they can use these skills for creating applications (Internet and web), taking the existing safety concepts into account. They understand the most common web and web-programming protocols, standards and APIs, and they know the specific problem areas of web technologies. They understand the concepts of user-centered design and can implement web projects themselves.
Course Contents	Overview of web technologies and of relevant protocols (HTML, CSS/XSL, XML, SOAP, JSP, ASP, .NET, AJAX); design, implementation, testing and optimization of web applications; methods of server-side programming (overview); web form data handling; configuration options and logging; authentication and security issues (e.g. with CGI programming); concepts of software ergonomics and usability engineering, component-based software development.

Course Title	English 3
Course Code	ITS3ENGIL
International Category	5
Number of Credits	3 ECTS CP
Semester	3
Course Type	3 ECTS CP Integrated Lecture
Exam Modalities	Continuous Assessment
Prerequisites	Englisch Module 1
Level	Advanced
Acquired Knowledge/Skills	The students have the communicative competence to discuss, present and document technical facts in the field of telecommunications with a special focus on data transmission and computer networks. They are familiar with the basics

	of sales negotiations and the accompanying correspondence. They understand more complex technical texts and are able to summarize and discuss them. They are familiar with the vocabulary involved in job applications and job interviews.
Course Contents	Skills: summarizing domain-specific articles; explaining complex schematic diagrams; defining requirements, making proposals and recommendations; commercial correspondence (asking for and giving a quotation, placing an order); negotiating; presentations Topics: networks (LAN; Internet, topologies, telephone network); wireless communication (mobile networks, satellite transmission); transmission technology (transmission media, PCM, multiplexing); switching technology (digital exchanges, routing)
Literature	Script based on: Glendinning E and McEwan J. Oxford English for Information Technology, OUP 2002; Glendinning E and McEwan J. Basic English for Computing, OUP, 1999; Glendinning E and McEwan J. Oxford English for Electronics, OUP 1993; Cotton D. and S Robinson. Business Class, Longman 1997; Riley D. Vocabulary for Computing. Peter Collin Publishing, 1995; Comfort, Jeremy et al. English for the Telecommunications Industry, OUP 1986; Fowles Anthony et al. Executive Decisions, Longman 1995; Goodale, Malcolm. The Language of Meetings. Klett 1990

Semester 5:

Course Title	Project 1
Course Code	ITS5PROPT
International Category	3
Number of Credits	4 ECTS CP
Semester	5
Course Type	4 ECTS CP Project Work
Exam Modalities	Continuous Assessment project work to be documented in a report and an oral presentation
Course Objectives	The students have acquired the competence to apply theoretical knowledge in practice and have improved their problem-solving skills as well as their ability to work in teams.
Course Contents	Supervised goal-oriented project work in small groups of up to 5 students in cooperation with companies or research projects in the subject areas of Systems Theory and Signal Processing Networking and Communication Technologies Informatics & Software Technology Telemedicine

Course Title	Academic Writing
Course Code	ITS5AWRIL
International Category	5
Number of Credits	2 ECTS CP
Semester	5

Course Type	Integrated Lecture
Exam Modalities	Continuous Assessment
Level	Advanced
Acquired Knowledge/Skills	The student is familiar with abstract writing and is able to structure statements into coherent paragraphs. The student has enhanced his/her presentation and discussion skills.
Course Contents	Reading and analysing scientific articles on a given topic and extracting relevant information, writing a paper with special focus on abstracts, beginnings of chapters, referencing, conclusions. Rhetorical quality of presentations, especially starting a presentation, transitions between items, summarising, concluding, defending one's position, discussion skills
Literature	Swales, John F. and Christine B. Feak: 1994 Academic Writing for Graduate Students; Ann Arbor: The University of Michigan Press; Pickett, Nell Ann et al. 2001, Technical English. Writing, Reading, and Speaking, New York: Longman; Powell. Mark, Presenting in English: How to Give Successful Presentations, London: LTP Business

Course Title	IT Management
Course Code	ITS5ITMIL (lecture) ITS5ITMSE (seminar)
International Category	5
Number of Credits	4 ECTS CP Integrated Lecture, 4 ECTS CP Seminar
Semester	5
Prerequisites	Financing & Controlling Cryptology & Data Security Network Technologies Applied Informatics
Level	Specialization
Course Type	Integrated Lecture / Seminar
Exam Modalities	Continuous Assessment
Acquired Knowledge/Skills	The students are able to successfully design and manage the IT-infrastructure in a company. They are aware of the relevant organisational, legal and social environment and can adapt the IT infrastructure to the company-specific circumstances. They are competent in planning and executing IT projects, customer-oriented services (specifications, support, service as well as security management. They have a basic understanding of IT Controlling, ERP-Systems, Process Management and E-Commerce.
Course Contents	IT-Portfolio as a strategic instrument; Product and Service Calculation Service Level Agreements; Strategic IT-Controlling; IT-Billing; Resource Planning and Management; Problem/Support-Management; Risk Management; TCO-Analysis; Procurement Management; IT Department and Organisational Structures; Database Management; Knowledge Management, ERP-Systems
Literature	DSG 2000, Österreichisches IT-Grundschutz Handbuch; Heinrich, Lutz: Systemplanung; IT-Servicemanagement – eine Einführung; Sommer, Jochen: IT-Servicemanagement mit ITIL und MOF; Matt Bishop: Introduction to Computer Security, Addison Wesley Professional; Kevin Mandia, Chris Prosis, Matt Pepe: Incident Response & Computer Forensics, Osborne/McGraw-Hill

Course Title	Pattern Recognition (integrated into Digital Signal Processing)
Course Code	ITS5DSPIL
International Category	4
Course Contents	Details see below in description of Digital Signal Processing

The following courses are basically held in German but support material is provided in English as well as a summary in English at the beginning /end of each course. In the seminars individual research projects can be carried out fully in English:

Course Title	Software Technologies and Architectures
Course Code	ITS5STAIL (integrated lecture) ITS5STASE (seminar)
International Category	3
Number of Credits	4 ECTS CP integrated lecture, 4 seminar
Semester	5
Prerequisites	Mathematics for engineers Applied informatics
Level	Advanced
Course Type	Integrated lecture / seminar
Exam Modalities	Integrated Lecture: Final Exam (Written) Seminar: independent research documented in seminar paper, oral presentation
Course Contents	Basics of software architecture, UML as a notation for SW architecture, special aspects and profiles of UML, software design patterns and their applications, requirements engineering, software engineering methods for web and grid services, notations for interface specifications, Software-Reengineering; Model and service oriented Architecture; Architectures for migration-enabled applications

Course Title	Network Configuration and Security
Course Code	ITS5NKSIL (integrated lecture) ITS5NKSSE (seminar)
International Category	3
Number of Credits	4 ECTS CP integrated lecture, 4 seminar
Semester	5
Prerequisites	Mathematics for engineers Network technologies Network design and management
Level	Advanced
Course Type	Integrated lecture / seminar
Exam Modalities	Integrated Lecture: Final Exam (Written) Seminar: independent research documented in seminar paper, oral presentation
Course Contents	Optimized configuration of router/switches optimal (QoS, reliability) Advanced IP-Addressing, OSPF, MPLS, Inter-Domain-Routing (BGP), Detecting and analysing network errors and problems, network security: RADIUS, 802.1x,

	VPN, DDoS attacks, network reliability and robustness
Course Title	Digital Signal Processing
Course Code	ITS5DSPIL (integrated lecture) ITS5DSPSE (seminar)
International Category	3, 4 for pattern recognition part
Number of Credits	4 ECTS CP integrated lecture, 4 seminar
Semester	5
Prerequisites	Mathematics for engineers Signals and systems Network technologies Applied informatics
Level	Advanced
Course Type	Integrated lecture / seminar
Exam Modalities	Integrated Lecture: Final Exam (Written) Seminar: independent research documented in seminar paper, oral presentation
Course Contents	Fundamentals of discrete signals and systems, FFT, digital filter, applications of audio signals and image processing, simulation of algorithms, simulation tools (e.g. Matlab), application of development tools for signal processors, basic set-up of embedded systems, basics of pattern recognition, fundamentals and application of Hidden Markov Models

Course Title	Telemedical Systems
Course Code	ITS5TMSIL (integrated lecture) ITS5TMSSE (seminar)
International Category	3, 4 for pattern recognition part
Number of Credits	4 ECTS CP integrated lecture, 4 seminar
Semester	5
Prerequisites	Mathematics for engineers Signals and systems Network technologies Applied informatics
Level	Advanced
Course Type	Integrated lecture / seminar
Exam Modalities	Integrated Lecture: Final Exam (Written) Seminar: independent research documented in seminar paper, oral presentation
Course Contents	Overview and definition of as well as standards in telemedicine stakeholders in telemedical systems, relationship to society, science and economy, data protection, legal aspects and forensic validity, trends and developments, market and billing models, objectives and application problems (second opinion, remote diagnosis), technical concepts (EPR, e-card, patient index), process engineering for telemedicine and interdisciplinary interfaces, field trips: telepathology, teleradiology, telecardiology

Semester 7:

Note: These courses are held as block courses in JANUARY /FIRST WEEK of FEBRUARY, the exact dates will be confirmed by October

Course Title	International Economics
Course Code	ITS8IBWIL
International Category	5
Number of Credits	2 ECTS CP
Semester	8
Course Type	2 ECTS CP Integrated Lecture,
Exam Modalities	Continuous Assessment
Course Contents	The students are familiar with all aspects of corporate management and marketing and can apply their knowledge in a market-relevant practical example.
Course Contents	Discussion of current international economic phenomena like the stock exchange through the study of the business section of leading newspapers and periodicals. Students are familiar with the current methods of management and marketing (Balanced Scorecard)
Literature	Beniers, Cornelius and Irina Hundt (2004) International Business Communication for Industrial Engineers. Bridging the Cultural Gap. München: Hanser; Wöhe Günter: Einführung in die Allgemeine Betriebswirtschaftslehre Schierenbeck Henner: Grundzüge der Betriebswirtschaftslehre

Course Title	Intercultural Communication
Course Code	ITS8IKKIL
International Category	5
Number of Credits	2 ECTS CP
Semester	8
Course Type	2 ECTS CP Integrated Lecture,
Exam Modalities	Continuous Assessment
Course Objectives	The students have acquired a basic understanding of the complex interplay of factors that impact intercultural communication such as stereotypes, varying traditions and culturally biased interpretation of body language, intonation, forms of greeting etc. They are able to analyse their own role in this communication framework and act accordingly.
Course Contents	Fundamentals of Perception Psychology especially relevant for intercultural communication; Definition of intercultural interaction and communicative competence, case studies and practical application through simulations, role plays and games
Literature	Losche, Helga (2003) Interkulturelle Kommunikation. 3. Auflage. Augsburg: ZIEL; Kohls, Robert and John M. Knight (1981) Deleoping Intercultural Awareness. A Cross-Cultural Training Handbook. Yarmouth: Intercultural Press.

2. MMA – Multi Media Art

Semester 1

Course Title	English Advanced 1
Course Code	
Number of Credits	3 ECTS CP
Semester	1
Prerequisites	Matura level: English language skills required for the Austrian secondary school leaving exam
Level	intermediate
Course Type	There is compulsory attendance
Exam Modalities	Written exam 70 %, oral participation 30%
Acquired Knowledge/Skills	Improved speaking skills (articulation and pronunciation), improved reading comprehension in the field of media, ability to summarize and write texts, more accurate command of the language
Course Contents	Focus: Presentation, Basics of Business English, Pop culture and Film
Literature	Recommended: Murphy, English Grammar in Use, Cambridge University Press Students will be supplied with handouts

Course Title	Photography
Course Code	
Number of Credits	1 ECTS CP
Semester	1
Prerequisites	-
Level	
Course Type	combined lecture + practice
Exam Modalities	quality of creativity (idea, composing of the photography) and technical preparation
Acquired Knowledge/Skills	The aims of this course are: basic knowledge of technique and creating photography basic skills how to use a camera, to set lighting, chose the correct exposing, be able to develop and reproduce photographs basic aesthetic knowledge for photographs
Course Contents	mode of camera operation analogue black-and-white developing in the darkroom creative instrumentality of photography (image format, light/shadow, sharpness/blur, picture manipulation, photography without camera,...)
Literature	Schnelle-Schneyder, Marlene: Sehen und Fotografieren. Von der Ästhetik zum Bild. Heidelberg: 2003.

Course Title	Programming 1
Course Code	
Number of Credits	4 ECTS CP
Semester	1
Prerequisites	Exposure to operating system (windows), especially with file systems (to store and recover files, to copy files, to rename files); experience as an internet-reader
Level	

Course Type	combined Lecture + Practice
Exam Modalities	* current exercises (50 % of the final mark) * final project (50% of the final mark) : generate a website to a self-chosen topic with at least 5 HTML-documents, publish the site at FH-web space. evaluated is the technique
Acquired Knowledge/Skills	The students will learn practical work with HTML, CSS, Dreamweaver and some other Software to do Web design. At the end they are able to generate a website self-contained and publish this site into the web.
Course Contents	exercises HTML-Code exercises with Dreamweaver exercises for website administration presentation of the projects
Literature	GILES David, Media Psychology, 2003 LUHMANN Niklas, Die Wissenschaft der Gesellschaft, 1998 LUHMANN Niklas, Die Realität der Massenmedien, 2004 MANGOLD Roland et al, Lehrbuch der Medienpsychologie, 2004 McLUHAN Marshall, Understanding Media, 2003 McLUHAN Marshall, The Global Village, 1986 SLUNECKO Thomas, Von der Konstruktion zur dynamischen Konstitution, 2002 WINTER Carsten et al, Medienidentitäten, 2003 WINTERHOFF-SPURK Peter, Medienpsychologie – Eine Einführung, 2004

Course Title	3D Introduction 1
Course Code	
Number of Credits	2 ECTS CP
Semester	1
Prerequisites	basic knowledge in 3D animation and basic skills in animation tools
Level	
Course Type	Practice
Exam Modalities	semester project 100%
Acquired Knowledge/Skills	The aim of this course is to communicate extended basic knowledge in 3D animation and differentiated skills in animation tools to the students.
Course Contents	3D Space User Interface Modelling Texturing Rendering
Literature	Alias Learning Books / DVDs Alias Maya Manual

Course Title	Design Compilation
Course Code	
Number of Credits	7.5 ECTS CP
Semester	1
Prerequisites	
Level	
Course Type	
Exam Modalities	All results will be shown at the end of the term in a small exhibition

Acquired Knowledge/Skills	
Course Contents	A project-based and practical course that covers typography, motion design, screen design and print design - depending on the background of the incoming student
Literature	

Course Title	Media Mix
Course Code	
Number of Credits	7.5 ECTS CP
Semester	1
Prerequisites	
Level	
Course Type	The course emphasizes on a strong idea, a creative vision that will be communicated through at least two different media.
Exam Modalities	The course ends with the presentation of the projects to a larger audience of FH students and external professionals.
Acquired Knowledge/Skills	
Course Contents	A project based and practical course that covers audio, animation and film - depending on the background of the incoming student

3. Semester

Course Title	Aesthetics I
Course Code	
Number of Credits	1.5 ECTS CP
Semester	3
Prerequisites	none
Level	essay; assessment criteria: good argumentation and analytical competence
Course Type	lecture
Exam Modalities	
Acquired Knowledge/Skills	Configuration of a historical and systematic knowledge of aesthetic processes and expertise in analysing works of aesthetics.
Course Contents	A preliminary and modern notion of aesthetics as a “general theory of perception” or a “doctrine of sensory cognition” is of advantage in recognising aesthetic phenomena apart from their cultural bias, such as certain very recent atmospheres generated by media. A further step introduces the specific aesthetic practice within visual arts and their objects. The investigation of their historical differentiation into different eras is interwoven with a topical conceptual analysis of their formal categories (shape, proportion, light, colour, movement, perspectives) and their themes of display (portraiture, nature, space, time, body, labours). The winter semester will confront us with pre-modern art from early Renaissance times throughout the 19 th century, whereas the summer semester will focus on modern art from the early 20 th century up to the present. Additionally, certain diachronic modes of production that bridge the epochs (fx. the contemporary use of the camera obscura by the artist Vera Lutter) can be secured.
Literature	Aisthesis. Wahrnehmung heute oder Perspektiven einer anderen Ästhetik.

	<p>Leipzig: Reclam 1990</p> <p>Hans Belting: Bild und Kult. Eine Geschichte des Bildes vor dem Zeitalter der Kunst. München: Beck 1990</p> <p>Hans Belting: Bild-Anthropologie. Entwürfe für eine Bildwissenschaft. München: Fink 2001</p> <p>Walter Benjamin: Medienästhetische Schriften. Frankfurt Main :Suhrkamp 2002</p> <p>Gottfried Boehm (Hg.): Was ist ein Bild? München: Fink 1994</p> <p>Gernot Böhme: Theorie des Bildes. München: Fink 1999</p> <p>Gernot Böhme: Asthetik. Vorlesungen über Ästhetik als allgemeine Wahrnehmungslehre. München: Fink 2001</p> <p>Jonathan Crary: Techniken des Betrachters. Sehen und Moderne im 19. Jahrhundert. Dresden, Basel: Verlag der Kunst 1996</p> <p>Samuel Y. Edgerton: Die Entdeckung der Perspektive. Münschen: Fink 2002</p> <p>Ernst H. Gombrich: Kunst und Illusion. Zur Psychologie der bildlichen Darstellung. Stuttgart, Zürich: Belser 1986</p> <p>Ernst H. Gombrich: Die Geschichte der Kunst. London: Phaidon 1996 (deutschsprachige 16. Ausgabe)</p> <p>Dieter Henrich, Wolfgang Iser, (Hg.): Theorien der Kunst. Frankfurt am Main: Suhrkamp 1984</p> <p>Werner Hofmann: Grundlagen der modernen Kunst. Stuttgart: Körner 1978</p> <p>Lev Manovich: Language of New Media. M.I.T. 2001</p> <p>Martin Seel: Ästhetik des Erscheinens. München: Hanser 2000</p> <p>Herta Wolf: Paradigma Fotografie. Fotokritik am Ende des fotografischen Zeitalters. Band I. Frankfurt am Main: Suhrkamp 2002</p>
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Course Title	Music Production
Course Code	
Number of Credits	1.25 ECTS CP
Semester	3
Prerequisites	Basic knowledge in audio or similar experiences
Level	
Course Type	Lecture
Exam Modalities	Written exam (80%) and course participation (20%)
Acquired Knowledge/Skills	Profound comprehension of audio-technical and musical editing, as well as the ability to present, communicate and realize one's own concepts
Course Contents	In-depth study of current tools of music production (virtual and real studio environment) to create process and arrange musical structures. In addition to technical issues, the course focuses on content-based and aesthetic issues. Methods of the creation of rhythm, time flow, space and listening spectrum will be presented and explained.
Literature	<p>„das Tonstudio Handbuch“ Hubert Henle,CG Carstensen - ISBN3-910098-14-2]</p> <p>Recommended:</p> <p>monthly magazines: KEYS u/o KEYBOARDS, PRODUCTION PARTNER, C'T (Magazin für Computertechnik)</p> <p>„das Homerecording Handbuch“ - Roland Enders [CG Carstensen - ISBN 3-910098-13-4]</p> <p>“das Effekte Praxisbuch” - Frank Pieper [CG Carstensen - ISBN 3-910098-16-9]</p> <p>”The Mixing Engineer’s Handbook” - Bobby Owinsky [Artist Pro - ISBN 0-87288-723-5]</p> <p>”The Mastering Engineer’s Handbook” - Bobby Owinsky [Artist Pro - ISBN 0-</p>

	87288-741-3] "How to build a small budget recording studio from scratch" - Mike Shea [McGraw-Hill - ISBN 0-07-138700-5]
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Course Title	Applied Language Tasks 1
Course Code	
Number of Credits	2 ECTS CP
Semester	3
Prerequisites	Matura level: English language skills required for the Austrian secondary school leaving exam English Advanced English Home study
Level	
Course Type	combined lecture + practise
Exam Modalities	Written exam 70 %, oral participation 30%
Acquired Knowledge/Skills	improved speaking skills (articulation and pronunciation) improved reading comprehension in the field of media understanding of manuals, software, terms, etc. for further education accustomed to present to English people (customers, business partners, etc.) business correspondence
Course Contents	up-to-date topics of the departments 3D-Animation, Audio, Media-Design, and Video will be processed
Literature	Mc Carthy: Vocabulary in use BBC News online http://www.bbc.co.uk/ Cox/Hill: English for academic purposes Powell, Mark: Presenting in English Willis, Jane: A framework for Task-Based Learning Harmer: Teach Writing Bennet, Jaquie: Media Studies Critical terms in Art History Concise History of Graphic Design Basic Introduction to Animation

Course Title	Concept development
Course Code	
Number of Credits	2 ECTS CP
Semester	3
Prerequisites	creativity, passion and vision, efforts and endurance
Level	
Course Type	combined lecture + practise
Exam Modalities	written exam 20% active collaboration 30% project 20% presentation 20 % homework 10 %
Acquired Knowledge/Skills	developing of ideas (commercial spots for cinema and television) developing of new ideas for commercial spots for new media like mobile phone, screens at the underground and internet developing of viral campaigns treatments for short films or documentary

Course Contents	<p>compositing of an idea as a little script with a following story- and mood board for a presentation of the project</p> <p>discussion of successful examples as a training for finding surprising ideas</p> <p>the practical exercise will be created near to reality and ends with a public presentation of the projects</p>
Literature	<p>Pricken Mario: Kribbeln im Kopf. Kreativitätstechniken & Braintools für Werbung & Design</p> <p>Reins Armin: Die Mörderfackel. Armin Reins fragt die besten Texter, wie sie das Mittelmaß in der deutschen Werbung bekämpfen</p> <p>Pricken Mario: Visuelle Kreativität</p> <p>Holger Jung, Jean-Remy von Matt: Momentum – Die Kraft, die Werbung heute braucht.</p> <p>Ralf Langwost: How to Catch the Big Idea</p> <p>Vaske Hermann: Standing on the Shoulders of Giants</p> <p>Turner Sebastian, Reichenbach Petra: Spring!</p> <p>Gaede Werner: Abweichen von der Norm</p> <p>Arden Paul: It's Not How Good You Are, It's How Good You Want to be</p> <p>Arden Paul: Es kommt nicht darauf an, wer du bist, sondern wer du sein willst</p> <p>Heiser Albert: Das Drehbuch zum Drehbuch. Erzählstrategien im Werbespot und -film</p> <p>The Art of the Marix / Wacholsky / Titan Books</p> <p>Storyboards / Vom Text Zur Zeichnung zum Film (Marcie Begleiter)</p> <p>Thirty Frames Per Second / The Visionary Art of The Music Video / Abramsbooks</p>

Course Title	Sound synthesis 1
Course Code	
Number of Credits	4 ECTS CP
Semester	3
Prerequisites	<p>practical experience with computer based audio-processing</p> <p>understanding of the principals of digital processing</p> <p>* audio basics</p>
Level	
Course Type	combined lecture + practise
Exam Modalities	<p>project 60%</p> <p>oral exam 20%</p> <p>homework 20 %</p>
Acquired Knowledge/Skills	<p>knowledge of the possibilities of digital sound creation</p> <p>combination of modules for individual sound presentation</p> <p>shaping of individual sound creating sets</p>
Course Contents	<p>moulds of electric sound creating and sound modification</p> <p>function principals and practices of connection</p> <p>work out virtual analogue synthesizer with up-to-date modular systems</p> <p>analysing of up-to-date sound aesthetics and correlation to the used techniques</p> <p>principles of FM- and Granular-Synthesis, Sampling, modular systems</p>
Literature	<p>„Elektronische Klänge und musikalische Entdeckungen“, Andre Ruschkowski</p> <p>Broschiert - 448 Seiten - Reclam, Ditzingen</p> <p>Erscheinungsdatum: Februar 1998</p> <p>ISBN: 3150096634</p>

Course Title	WP2: Audiovisualistik 1
Course Code	
Number of Credits	3 ECTS CP
Semester	3
Prerequisites	creative fundamentally education differentiate basic knowledge in design- and art history, theory of media and concept development basic skills for visualisation basic skills in tools for images willingness to engage into the creative process previous technical knowledge of software and tools used in the departments media-design, video, audio and multimedia
Level	
Course Type	combined lecture + practise
Exam Modalities	project 70% presentation 30%
Acquired Knowledge/Skills	The students should be able to develop, transform, translate and abstract emotions and ideas into audio-visual forms of expression and -messages. Conception and creating of audio-visual projects Combining and staging of text, graphics and pictures Interaction of Animation, Video, Motion graphics and Sound
Course Contents	Analysis and discussion of audio-visual work Tools of the audio-visual work Techniques to transfer sounds and rhythm into visual forms of expression Audio-visual concepts
Literature	sonic graphics/seeing sound, Matt Woolman; ISBN:0500282609

Course Title	WP2: Motion Graphics 1
Course Code	
Number of Credits	3 ECTS CP
Semester	3
Prerequisites	creative fundamentally education differentiate basic knowledge in design- and art history, theory of media and concept development, basic knowledge in Typography basic skills for visualisation basic skills in tools for images willingness to engage into the creative process basic knowledge in script writing, storyboarding, assembling, cutting and audio-design
Level	
Course Type	combined lecture + practise
Exam Modalities	project 50% active collaboration 50% (engagement, homework and presentation)
Acquired Knowledge/Skills	The students should be able to develop, transform, translate and abstract emotions and ideas into motion graphics.
Course Contents	Basics of motion-design: history, technique and styles Narration in motion-design Typography in motion Motion-design animated in different sectors: opening credits, film-trailer, TV-

	Design, commercial spots, video clips, interactive and interactive-narrative situations Experimental animation Audio-Design and Audio-integration Insight Virtual-Set-Design
Literature	Woolman, Matt: Type in motion 2. Thames and Hudson Ltd: 2005. Diezmann, Tanja; Gremmler, Tobias: raster für das bewegtbildbild. grafik, design & kommunikation. Stiebner: 2005.

5. Semester

Course Title	Advanced Photo 1
Course Code	
Number of Credits	3 ECTS CP
Semester	5
Prerequisites	creativity, engagement, camera
Level	
Course Type	Practice
Exam Modalities	50% regularly attendance 50 % semester project and presentation of the project
Acquired Knowledge/Skills	The aim of this course is to full fill a photographic job, which means to realise a required topic in a commercial way. The medium (black-and-white or colour prints, analogue or digital) can be chosen individually.
Course Contents	Requirement of the topics. Work on the projects and current discussion of the projects. Presentation of the finished projects
Literature	S X- 70 Art Lustrum Inc. 1979 Hundert Porträts Christoph Merian Verlag 2002, Magnum Photos C-J Bucher SA 1980 Gardin, W.Eugene Smith, Alex Webb. 22 Photographers Edition Stemmele 1997 etc. Anders Petersen Photomuseum Winterthur. I grande Fotographi Gruppo Editoriale Fabbri. William Klein, Willy Ronis, Henri Cartier Bresson Richard Kalvar, Guy Le Querrec. Magnum Photos C.J. Bucher 1980, Hundert Porträts Merian Verlag 02

Course Title	Documentary
Course Code	
Number of Credits	4.50 ECTS CP
Semester	5
Prerequisites	The understanding of how to use the camera's functions to your creative advantage. The ability to shoot simple sequences and edit them in a creative way. Basic knowledge of sound and lightning.
Level	
Course Type	Practice
Exam Modalities	project 40% presentation 40%

	course participation 20%
Acquired Knowledge/Skills	The aim of the course is to familiarize students with the language of documentary as well as to develop sufficient confidence and knowledge to work on their projects.
Course Contents	This course provides an introduction to the theory and practice of documentary film in terms of styles, techniques, and themes. Students are introduced to the history of the creative documentary genre and to the different styles and approaches currently in vogue. They gain basic knowledge of the skills involved in documentary production: script-writing for documentary production, applied and professional contexts of documentary production; documentary design and conceptualisation, documentary genres and styles. The course also deals with questions of aesthetics, ideology and ethics in which the documentary is grounded.
Literature	Michael Rabiger: Directing the Documentary. Boston 2004 Bill Nichols: Introduction to Documentary. Bloomington 2001 Barry Keith Grant u. Jeannette Sloniowski (Hg.): Documenting the Documentary. Close Readings of Documentary Film and Video. Detroit 1998

Course Title	Kunstkonzepte
Course Code	
Number of Credits	2.5 ECTS CP
Semester	5
Prerequisites	Visitation of VL Kunstkonzepte Interest in art, art theory, critical debate on art Survey of development of art in the 20 th century Knowledge in contemporary art Insight in cultural activities
Level	
Course Type	Lecture
Exam Modalities	General: Cooperation, Discussions Lectures: self-contained work Exposition: scientific work (especially regarding argument)
Acquired Knowledge/Skills	Skills in dealing with contemporary arts, critical evaluation of various contents and medial forms of expressions. Acquirement to contextualize cultural productions relating to the development of art in the 20 th century.
Course Contents	Acquiring an adequate terminology in dealing with art and linguistic expertise for mediation with means of extra readings. Application of these skills in their own works. The semester is divided in 3 parts: - introduction in theories and mediation of contexts - readings and discussions - self-contained work on topics, lectures
Literature	Ästhetische Grundbegriffe, hg. von Karl Heinz Barck u.a., Stuttgart: Metzler Verlag, 2004, Bd. 1 – 6 Kunst / Theorie / im 20. Jahrhundert, hg. Von Harrison / Wood, Stuttgart: Hatje 1998

Course Title	Mix and Mastering ST
Course Code	
Number of Credits	3 ECTS CP

Semester	5
Prerequisites	Course Music-Production or similar prerequisites
Level	
Course Type	Studio
Exam Modalities	Project Work: The student has to produce a project work consisting of two tracks, which have to differ in character and must be between 3 to 8 minutes long. No specific style is prescribed but the tracks must be sufficiently complex. Additionally two versions must be provided a) only mixed b) mixed and mastered. The student must be able to independently carry out the mixing and mastering process and answer detailed questions on applied techniques, style and aesthetics. There will also be a theory-based exam.
Acquired Knowledge/Skills	Theoretical and practical knowledge and skills of current hardware and software, techniques, styles and aesthetics of the mixing and mastering processes.
Course Contents	Theoretical and practical knowledge and skills of software and devices used, techniques, styles and aesthetics of the mixing and mastering processes. Practical examples and application of the theory through the production of music of various styles. References to relevant literature, Internet Links, music pieces for the in-depth study of selected topics.
Literature	„Das Tonstudio Handbuch“ - Hubert Henle [CG Carstensen - ISBN 3-910098-14-2] (Tonstudioteknik, Aufnahme, Mikrofone, Mischpulte, Effekte, Bearbeitung, etc.) “The Mixing Engineer’s Handbook” – Bobby Owsinsky [© 1999 by artistpro.com – ISBN 0-87288-723-5 MixBooks Pro Audio Series - Intertec Publishing Corporation] Recommended: “The Mastering Engineer’s Handbook” – Bobby Owsinsky [© 2000 by artistpro.com – ISBN 0-87288-741-3 MixBooks Pro Audio Series - Intertec Publishing Corporation] "das Effekte Praxisbuch" – Frank Pieper [CG Carstensen -ISBN 3-910098-16-9] “Surround” – Christian Birkner [PPV Medien - ISBN 3-932275-39-X]

Course Title	Psychology and Media
Course Code	
Number of Credits	1.25 ECTS CP
Semester	5
Prerequisites	Interest in theoretical and critical thinking.
Level	
Course Type	Lecture
Exam Modalities	Due to the design of the lecture there will be a written exam at the end of the year. Examination questions will derive from the topics discussed in the lecture and will be free recall. It won't be necessary to learn by heart but to show and understanding in the area. There is compulsory attendance.
Acquired Knowledge/Skills	Current theories and methods of psychological research on media will be discussed. Those will be the basis to show future possibilities in understanding the relationship between wo/men and media and the impact of media on wo/men. A central aspect will be the critical discussion of current methods of research and the theories based upon.

	Students are invited to reflect in how far they are affected by psychological aspects of media.
Course Contents	Media psychology's research in its various forms will be discussed. Mainly research was made on effects of Radio, TV, newspapers and there can be found many studies on the internet lately. Virtually no studies of media psychologists are made on music and other media, which are a matter of research in other sciences. Current research will be critically discussed and new ways and realms will be explored, new theories will be introduced. Furthermore the different approaches of German and Anglo-American scientists will be highlighted and possible links will be examined.
Literature	<p>GILES David, Media Psychology, 2003</p> <p>LUHMANN Niklas, Die Wissenschaft der Gesellschaft, 1998</p> <p>LUHMANN Niklas, Die Realität der Massenmedien, 2004</p> <p>MANGOLD Roland et al, Lehrbuch der Medienpsychologie, 2004</p> <p>McLUHAN Marshall, Understanding Media, 2003</p> <p>McLUHAN Marshall, The Global Village, 1986</p> <p>SLUNECKO Thomas, Von der Konstruktion zur dynamischen Konstitution, 2002</p> <p>WINTER Carsten et al, Medienidentitäten, 2003</p> <p>WINTERHOFF-SPURK Peter, Medienpsychologie – Eine Einführung, 2004</p>
Literature	

3. BWI – Business and Information Management

1 Semester

Course Title	The Enterprise: The Inner Perspective and Environment
Code	BWI1DIMVO & BWI1DIMUE
Number of Credits	3 ECTS
Semester	1
Course Type	Lecture and exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Acquired Knowledge/Skills	Students will attain an in-depth knowledge of the economics of the firm, how they are function, who its stakeholders are and which interests particular stakeholders have.
Course Contents	The inner-perspective of the firm: management and the manager The process of managing, e.g. planning, organizing, leading How firms are structured Change management The external perspective of the firm: Who are the stakeholders, which interests do they have in the firm? Communication with the stakeholders

Course Title	Quantitative Analysis
Code	BWI1MA1IL
Number of Credits	2 ECTS
Semester	1
Course Type	seminar
Exam Modalities	Continuous assessment, written/oral assignments
Acquired Knowledge/Skills	This course introduces quantitative approaches to solve a variety of business decision problems.
Course Contents	The course focuses on the following topics: the time-value of money, present worth, future worth, annual worth, internal rate of return, comparisons between alternative projects or investments. In addition we will cover: linear programming, sensitivity analysis and decisions under uncertainty.

Course Title	English 1
Code	BWI1EN1UE
Number of Credits	2 ECTS
Semester	1
Prerequisites	B1 level of Common European Framework
Course Type	Exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Course Contents	The basics of English grammar will be refreshed and reinforced: Grammar points to be covered will include tenses (Present Simple, Present Continuous, Past Simple, Past Continuous, Present Perfect, Present Perfect Continuous, Past Perfect, Future forms), Modal Verbs, Passive, Comparatives/Superlatives, Conditionals and Adverbs/Adjectives. The fundamental vocabulary of economics (both micro and macro) will be covered. This will be done in part in cooperation with the teachers of the other

	subjects taught in the first semester. Texts in English used in these other courses or complementing these subjects will be assigned as reading and discussed in class. Small essays and presentations will be assigned as well.
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3 Semester

Course Title	Inventory Management
Code	BWIB3LO2IL (only part-time course is in English, Fri-Sat!)
Number of Credits	2 ECTS
Semester	3
Course Type	seminar
Exam Modalities	Continuous Assessment
Course Contents	Material procurement Demand forecasting, Deterministic and probabilistic models, and decision rules for inventory management, (how much to order, when to order) Purchasing and supplier management

Course Title	Applied Human Resource Management
Code	BWI3HR2VO & BWI3HR2UE
Number of Credits	2 ECTS
Semester	3
Course Type	Lecture & exercise course
Exam Modalities	Final exam
Course Contents	Basics in: Personnel development, conflict management, remuneration, personal controlling, time management.

Course title	Strategic Management
Code	BWI3ST1VO & BWI3ST1UE
Number of credits	3 ECTS- LP
Semester	3 semester
Course type	Lecture & exercise course
Exam modalities	final exam; continuous assessment
Course contents	After a short history of strategic management, two essential schools are presented: <ul style="list-style-type: none"> • Market-based (M.Porter) vs. • Resource-based (Hamel, Prahalad). Also the classical concept of Johnson & Johnson's "Analysis – selection and implementation" is presented. Afterwards different concepts for your applicability are examined (Ansoff, Porter's towards Eric). At the end we make a GAP analysis and we learn the performance monitoring of the new strategy. The purpose of dupont-charts and the balance scorecard are presented in ,cases'

Course Title	English III
Code	BWI3EN3UE
Number of Credits	2 ECTS

Semester	3
Course Type	Exercise course
Exam Modalities	Continuous assessment
Course Contents	<p>Professional meetings: How to argue tactfully, expressing strong and tentative opinions, chairing a meeting, preventing interruptions, expressing support, making proposals and counter-proposals.</p> <p>Students will acquire a sensitivity for expressing disagreement in a more effective and socially acceptable way. By the end of this semester students will be able to participate in professional meetings and have a wide array of modes of expression at their command.</p> <p>Explaining charts and graphs: the verbs, nouns, prepositions, adjectives and adverbs needed to do so.</p> <p>Writing emails and letters, both formal and informal; reports.</p> <p>Texts in English used in these other courses or complementing these subjects will be assigned as reading and discussed in class.</p>

Old Curriculum: "Diplom":

5 Semester

Course Title	English 5
Code	BWI5ENGUE
Number of Credits	2.5 ECTS
Semester	5
Prerequisites	B2 level of Common European Framework
Course Type	Exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Acquired Knowledge/Skills	<p>By the end of the semester students should be able to:</p> <ul style="list-style-type: none"> ▪ write cohesive and well-organized summaries of business texts ▪ use connecting words properly and effectively ▪ avoid common Germanisms and false friends ▪ speak freely with more confidence and fluency and improved pronunciation ▪ comprehend listening texts on business topics
Course Contents	<ul style="list-style-type: none"> ▪ Vocabulary: idioms & false friends ▪ Grammar: connecting words, misc. according to the needs of the class ▪ Writing: summaries of business articles ▪ Working on pronunciation ▪ Socializing and networking ▪ Business topics to be discussed (primarily in the form of case studies from Market Leader Upper Intermediate): <ol style="list-style-type: none"> i. Relationship Marketing ii. Team Building iii. Entrepreneurial Management: Managing Risk iv. Business Ethics

7 Semester

Course Title	Media Formats
Code	BWI7MFOVO
Number of Credits	2 ECTS
Semester	7
Course Type	Lecture
Exam Modalities	Final Exam
Acquired Knowledge/Skills	An understanding of processes of news production in the mass media An ability to analyze and create new formats
Course Contents	Introduction to journalism, research methods, history of media, practical journalism, television, radio, newspaper, internet, interviewing techniques, writing for journalism

Course Title	Risk Management and Risk Insurance
Code	BWI7RMRIL (accelerated form, circa January)
Number of Credits	2 ECTS
Semester	7
Prerequisites	Basic knowledge of financial accounting
Course Type	Lecture
Exam Modalities	Final Exam
Acquired Knowledge/Skills	Students should be able to assess risk and deal with it proactively. Focus is placed on the following areas: Rating and assessing the level of risks Financial processes and risk (SOX) Students will work with case studies to detect and assess financial risk and will create a complete Basel II rating and other analyses.
Course Contents	Sarbanes Oxley Act with a special focus on particular aspects The utilization of assets and a reduction of capital expenditure An overview of Basel II with a special focus on particular aspects Recognizing and dealing with risks with balance sheets

Course title	Value-based Management
Code	BWI6VBMVO
Number of credits	2 ECTS
Semester	6
Course type	Lecture
Exam modalities	Final exam
Course contents	The coherence of added value in a company (incl value-added chain) The difference between price and value.

8th semester courses which will most likely take place in January (tentative!)

Course Title	Consulting
Code	BWI8COSIL
Number of Credits	4 ECTS
Semester	8
Course Type	seminar
Exam Modalities	Final Exam
Acquired Knowledge/Skills	Students will gain a deeper understanding of the consulting market and individual approaches. They will design and conduct their own consulting project and present the results.
Course Contents	The market situation for consulting firms Emphasis and approach of individual consulting agencies An actual consulting project Working out and presenting results of project
Literature	

Course Title	Financial Engineering
Code	BWI8FINIL
Number of Credits	2.5 ECTS
Semester	8
Prerequisites	Basic knowledge in financial accounting
Course Type	seminar
Exam Modalities	Final exam
Acquired Knowledge/Skills	The students will be familiar with the legal methods of optimizing a balance sheet.
Course Contents	Optimization Methods, e.g. declining balance depreciation vs. linear depreciation etc. Simulation of optimization methods Structured Financing

Course Title	Banking and Insurance
Code	BWI8BAIIL
Number of Credits	2.5 ECTS
Semester	8
Prerequisites	Basic knowledge in financial accounting
Course Type	seminar
Exam Modalities	Final exam
Acquired Knowledge/Skills	The students will be familiar with both the banking and insurance industry
Course Contents	Both industries will be examined in detail.

4. DTV – Digital TV

Course Title	TV-Production 1	Daniel Hammer/ Katharina Müller-Uri
Code	DTV3WFPPS	
Number of Credits	5 ECTS CP	
Semester	3	
Course Type	Project work	
Exam Modalities	Class participation & project	
Level	Advanced	
Acquired Knowledge/Skills	Shoot/edit/postproduce relevant and current stories to be broadcast.	
Course Contents	<p>Students gather knowledge about television reports and broadcast components (graphics, Intros, reports, etc.) and take care of the appetent tasks like editing, dressing, organization, cut, audio postproduction, presentations, broadcast manufacturing and broadcast recording.</p> <p>Students will be integrated into the production staffs of our bi-weekly magazine show "Bonzai TV" on free to air terrestrial TV station "Salzburg TV". They will shoot/edit/postproduce relevant and current stories to be broadcast.</p>	

Course Title	Audiopostproduction and mastering 1	Stefan Lindner
Code	DTV3WAPPS	
Number of Credits	5 ECTS CP	
Semester	3	
Course Type	Project work	
Exam Modalities	Class participation & project	
Level	Advanced	
Acquired Knowledge/Skills	Recording, mixing and editing on harddisc recording systems and basic knowledge about audio technologies.	
Course Contents	<p>Students gather knowledge about audio postproduction, mastering and surround mixing for television content. Planning, post production, ProTools: recapitulation of basics and general system overview. Video integration, specific snyc hardware and software parameters, machine control, 9 pin control, OMF data transfer, digitranslator, word clock. Recording technologies, voiceover, synchronisation with start beets, micro positions, signal flow</p>	

Course Title	Web-Radio / Web-TV 1	NN
Code	DTV3WWWPS	
Number of Credits	5 ECTS CP	
Semester	3	
Course Type	Project work	
Exam Modalities	Class participation & project	
Level	Advanced	
Acquired Knowledge/Skills	Basic knowledge about working in a radiobroadcast environment and radioshow production.	

Course Contents	Conception, planning, editorial work of live-radiobroadcast and web-TV formats (Entertainment/Infotainmentshows, magazines and special interest magazines...)
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5. IMT – Innovation and Management in Tourism

Semester 1

Course Title	Information Technology 1
Number of Credits	3
Semester	1
Prerequisites	none
Level	introductory
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Understanding of topics listed below
Course Contents	IT equipment – systems, quality features in connection with IT performance, data storage & protection, etc.

Course Title	Web Publishing
Number of Credits	3
Semester	1
Prerequisites	IT basics; IT office systems
Level	introductory course
Course Type	lecture & lab
Exam Modalities	final examination
Acquired Knowledge/Skills	Students able to publish professionally & in a variety of forms online
Course Contents	Text-writing with a focus on online media, advertising and PR, variations in perception of online and offline texts, creation of attractive texts, characteristics of online language, adapting offline texts for online applications, etc.

Course Title	Fundamentals of the Tourism Industry
Number of Credits	3
Semester	1
Prerequisites	none
Level	introductory course
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain insight into principles of tourism as a system & areas of activity involved
Course Contents	Overview of most important factors influencing tourism industry seen as an interdisciplinary whole with focus on supply and demand within this system

Course Title	Macro-Economics
Number of Credits	3
Semester	1
Prerequisites	none
Level	introductory
Course Type	Integrated instruction
Exam Modalities	final examination, ongoing evaluation
Acquired Knowledge/Skills	Students learn how modern, complex economic relations are

	intertwined, gain insight into the role of tourism in national and global economies and develop an awareness for individual economic processes and how they relate to tourism.
Course Contents	see above

Course Title	Tourism Marketing I
Number of Credits	3
Semester	1
Prerequisites	none
Level	introductory course
Course Type	lecture & e-learning
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain insight into topics listed below.
Course Contents	Tourism marketing as a specific form of service marketing will be presented as well as various related principles; overview of the strategic-conceptual elements of tourism marketing.

Course Title	Business Economics
Number of Credits	3
Semester	1
Prerequisites	none
Level	introductory course
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain overview of economic & business principles with focus on factors important to decision-making & operations in enterprise situations.
Course Contents	Introduction to economic principles as applied to businesses including principles of decision-making and decision-making behavior. Also includes operative and strategic corporate planning as well as management processes.

Course Title	Financial Accounting
Number of Credits	4
Semester	1
Prerequisites	none
Level	introductory course
Course Type	lecture, practice sessions & e-learning
Exam Modalities	final examination
Acquired Knowledge/Skills	Students exposed to foundations of accounting & accounting activities
Course Contents	Introduction to terms and tasks of accounting from cost-performance calculations to inventories, assets and capital.

Course Title	Learning and Working Techniques
Number of Credits	3
Semester	1
Prerequisites	none
Level	foundation course
Course Type	integrated learning

Exam Modalities	Seminar paper & final examination
Acquired Knowledge/Skills	Acquisition of skills and methods which can be applied to increase task effectiveness.
Course Contents	Efficient, systematic and rational methods as applied to learning tasks will be introduced. Exposure to a variety of teaching and learning forms. Self-management.

Semester 3

Course Title	Market Research in Tourism
Number of Credits	4
Semester	3
Prerequisites	-
Level	intermediate course
Course Type	integr. instruction / project
Exam Modalities	final examination & project
Acquired Knowledge/Skills	Students gain insight and hands-on experience in market research.
Course Contents	Determination of the 'relevant market'; principles of market segmentation, market volume and market potential. Within the framework of an accompanying project, familiarization with aforesaid principles to be attained. Data collection and analysis using an IT statistic tool.

Course Title	Service Management
Number of Credits	3
Semester	3
Prerequisites	-
Level	intermediate course
Course Type	integrated instruction & project
Exam Modalities	final examination & project assessment
Acquired Knowledge/Skills	Recognition of and reflection on trends in the field
Course Contents	What trends in services are to be expected in the future? Determining factors of service quality, quality management: How can a balance between supply and demand be achieved? These questions and more will be the topics of this course.

Course Title	Elective 1: Hospitality Management 1
Number of Credits	3
Semester	3
Prerequisites	-
Level	mandatory elective option
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students learn to deal with a variety of topics including market positioning, quality management of hotels, calculations, etc.
Course Contents	Variety of topics such as: yield management, quality management,, price politics, housekeeping management tasks, budgeting, market positioning, etc.

Course Title	Elective 2: Destination Management 1
Number of Credits	3
Semester	3
Prerequisites	-
Level	mandatory elective option
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students learn to determine market strategies in fields of destination & leisure.
Course Contents	Principles of determining strategies for destination and leisure marketing, including various analyses, strengths and weaknesses profiling, success factor evaluations, etc.

Course Title	International Law
Number of Credits	3
Semester	3
Prerequisites	-
Level	intermediate course
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will gain insight into topics listed below.
Course Contents	International regulations re contracts, breaches of contract, as well as liability matters in connection with travel, EU travel guidelines and more.

Course Title	Organisation
Number of Credits	3
Semester	3
Prerequisites	-
Level	intermediate course
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will gain knowledge of organisation as a part of the managerial process.
Course Contents	Organisation within the management process, including five-dimensional system of organisation, advantages and disadvantages of various forms of organisation.

Course Title	Corporate Tax Law
Number of Credits	3
Semester	3
Prerequisites	-
Level	-
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	See list below for overview of material with which students will become familiarized.
Course Contents	Categorisation of taxes, international tax laws, principles of income tax and tax matters applicable to companies, etc.

Course Title	Presentation Techniques
Number of Credits	3
Semester	3
Prerequisites	-
Level	foundation course
Course Type	integrated instruction
Exam Modalities	ongoing evaluation & presentation
Acquired Knowledge/Skills	Students will improve individual presentation style.
Course Contents	Presentation of challenging material , taking advantage of state-of-the-art technology and methods, will be practiced as Ss improve their individual presentation styles.

Course Title	Statistics
Number of Credits	3
Semester	3
Prerequisites	-
Level	intermediate
Course Type	integrated instruction & e-learning
Exam Modalities	final examination / ongoing evaluation
Acquired Knowledge/Skills	Students will learn to apply tools & principles listed below.
Course Contents	Basics terms and principles of statistics, calculations and interpretations of statistics, probability calculations, random variables and their parameters, etc.

Semester 5

Course Title	Product Development (Project)
Number of Credits	4
Semester	5
Prerequisites	-
Level	advanced
Course Type	project work
Exam Modalities	development and presentation of project
Acquired Knowledge/Skills	Students gain hands-on experience in creating new offerings from their inception to initial launch.
Course Contents	Students will create innovative offerings for various aspects in tourism, using acquired creativity techniques and management skills and in consideration of economic parameters. They will track the resulting management tasks from the development of the offering to its launching.

Course Title	Internet Economy
Number of Credits	3
Semester	5
Prerequisites	-
Level	introductory course
Course Type	lecture
Exam Modalities	final written examination
Acquired Knowledge/Skills	Students will become familiarized with basic principles and development of the internet economy.

Course Contents	Introduction, principles and development of the new economy, concepts such as transaction levels of e-business, new business models , e-value chain, etc.
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Course Title	eMarketing
Number of Credits	3
Semester	5
Prerequisites	-
Level	introductory course
Course Type	integrated instruction
Exam Modalities	final written examination, ongoing assessment
Acquired Knowledge/Skills	Students will gain experience in developing a web marketing strategy, design a website and promote it on and off line.
Course Contents	Introduction to internet marketing and development of a web marketing strategy. Creation of a website and site promotion, comparison of online and offline marketing.

Course Title	Personnel Management
Number of Credits	3
Semester	5
Prerequisites	-
Level	-
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will become aware of goals and purpose of personnel management as well as tools for calculating for, selecting and evaluating personnel.
Course Contents	Goals and responsibilities of the personnel manager, including recruitment, selection, integration and assessment of personnel.

Course Title	MICE – Meetings, Incentives, Congresses and Events
Number of Credits	3
Semester	5
Prerequisites	-
Level	advanced
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students learn how to structure, plan, finance, etc. meetings, conferences and the like.
Course Contents	Topics include: structuring, orientational planning, preparation, forms of financing, quality management, customer loyalty, marketing, etc.

Course Title	Financing and Investment
Number of Credits	3
Semester	5
Prerequisites	-
Level	advanced
Course Type	lecture
Exam Modalities	final examination

Acquired Knowledge/Skills	Students become familiar with material listed below .
Course Contents	Company finance processes, kinds of financing, leverage effect, financing subsidies (in tourism), investment calculations, company assessments, etc.

Course Title	Bachelor's Thesis 1 and Accompanying Seminar
Number of Credits	6
Semester	5
Prerequisites	-
Level	advanced
Course Type	seminar & thesis writing
Exam Modalities	writing of thesis; ongoing evaluation
Acquired Knowledge/Skills	Students write their first BA thesis based upon independently drawn, theoretical findings and in accordance with BA thesis guidelines.
Course Contents	First bachelor's thesis within the framework of an accompanying seminar. Independent research methods and work according to formal guidelines within a specified amount of time.

6. HTW – Forest Products Technology and Management

3. Semester

Course Title	Introduction to Engineered Wood Products	HTB3HWGIL
Number of Credits	3 ECTS CP	
Semester	3 (Autumn)	
Prerequisites	Basic knowledge of ecology	
Level	Advanced	
Course Type	Lecture with integrated project work	
Exam Modalities	Lecture with examination (oral/written)	
Course Contents	<p>Students are informed about the most common wood materials, the corresponding terminology, the amounts required for production lines, their composition and the basic steps involved in their production.</p> <ul style="list-style-type: none"> ▪ Structure, properties and areas of application of composite wood products made with solid wood. Engineered wood panels and block composites made out of squared timber, boards and veneers) ▪ Structure, properties and areas of application of composite boards (chip and fibre basis) and particleboards. waferboards oriented strand boards(OSB) fibreboards (HDF, MDF, soft fibreboard insulation panels, ...) ▪ Structure, properties and areas of application of engineered wood products: laminated veneer lumber veneer strip lumber composite systems (TJI) ▪ Structure, properties and areas of application of mineral-bonded wood composites (wood-wool, chip and fibre basis) ▪ Structure, properties and areas of application of wood plastic composites 	

5. Semester

Course Title	Interdisciplinary Project	HTW5WPRPT
Number of Credits	5 ECTS CP	
Semester	5 (Autumn)	
Course Type	Project	
Exam Modalities	Elaboration of the project and presentation	
Acquired Knowledge/Skills	Conception, organization and elaboration of an interdisciplinary project.	
Course Contents	Projects in the field of furniture design and construction, constructing with wood, wood engineered products and fiber industry.	

7. Semester

Course Title	Sustainability – Environmental Assessment	HTW7ENVIL
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Number of Credits	3 ECTS CP
Semester	7 (Autumn)
Prerequisites	Basic knowledge of ecology
Level	Advanced
Course Type	Integrated course
Exam Modalities	Presentation
Course Contents	<p>The lecture is made up of the contents of the ecology lecture in the module NAW12. The contents of the lecture are the following:</p> <ul style="list-style-type: none"> ▪ Sustainability – Definition and international agreements ▪ Environmental Assessment for improving the environmental performance of materials and products. ▪ Ecolabelling and Certification ▪ Ecoefficiency; Zero Emission; Cleaner Production ▪ The Ecological Footprint ▪ Factor Four: Doubling Wealth, Halving Resources Use ▪ Factor Ten Club ▪ The Life Cycle Thinking ▪ MIPS – Material Input per Service Unit ▪ LCA – Life Cycle Assessment – Methodology: ▪ Goal and Scope Definition ▪ Inventory analysis ▪ Impact Assessment ▪ Evaluation ▪ Case Studies

Course Title	Strategic Management 1	HTW7STMVIL
Number of Credits	3 ECTS CP	
Semester	7 (Autumn)	
Prerequisites	Basic knowledge of economy and knowledge of Economics	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Presentation	
Course Contents	<ul style="list-style-type: none"> ▪ Strategy Process ▪ SWOT Analysis ▪ Potential-Analysis ▪ Strategic Balance ▪ Portfolio Management ▪ Balanced Score Card 	

Course Title	Production Engineering	HTW7FPLIL
Number of Credits	3 ECTS CP	
Semester	7 (Autumn)	
Prerequisites	Production technologies, wood technology	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Written exam, case studies	
Course Contents	<p>how to develop a production process and a production layout :</p> <ul style="list-style-type: none"> ▪ CE conformity of production machinery ▪ how to define and specify a machine for a given production step, on the basis of which offers can be solicited from machine 	

Course Title	Computer Integrated Manufacturing	HTW7CIMIL
Number of Credits	3 ECTS CP	
Semester	7 (Autumn)	
Prerequisites	Processing technologies, CAD	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Case studies and presentations	
Course Contents	<p>The main elements of Computer Integrated Manufacturing (CIM) are presented and discussed.</p> <p>CAD – Computer Aided Design CAP – Computer Aided Planning CAM – Computer Aided Manufacturing CAQ – Computer Aided Quality Assurance ERP – Enterprise Resource Planning</p> <p>The lecture is not meant to be an IT lecture but intends to give a more profound understanding of the aim and the use of CIM. One of the main issues is the constant use of data throughout the production process.</p>	

Course Title	Optimization and Simulation	HTW7OPSIL
Number of Credits	3 ECTS CP	
Semester	7 (Autumn)	
Prerequisites	Mathematical analysis, statistics. Basic knowledge of Economics	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Written exam, case studies, presentations	
Course Contents	<p>General principles of modelling processes and types of models.</p> <p>Models for optimization Linear optimization models Discrete optimization models and graph theories Models for simulation processes Dynamic systems Time driven simulation models Queues and Markov processes</p>	

Foreign Languages

Course Title	English 1	HTB1ENGUE
Number of Credits	3 ECTS CP	
Semester	1 (Autumn)	
Prerequisites	Knowledge of English at level B1 (Common European Framework of Reference for Languages)	
Level	B1 – B2 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	<p>Refresher course on basic linguistic elements, such as grammar, sentence structure and style.</p> <p>introduction to the language of the forest products and construction industries, using texts concerning globalisation and sustainability.</p> <p>Students are required to discuss general business and ecological topics, using phrases and vocabulary practised</p>	

Course Title	English 3	HTW3ENGIL
Number of Credits	3 ECTS CP	
Semester	3 (Autumn)	
Prerequisites	Knowledge of English at level B2 (Common European Framework of Reference for Languages)	
Level	B2 – C1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	<p>Describing a company, the language of presentations, differentiating between various styles using authentic material e.g. company literature, advertising material, technical instructions. The use of the passive voice in formal technical and scientific descriptions. Vocabulary exercises relating to the forest products industry and advanced business English. Students prepare general conversation topics using relevant phrases.</p>	

Course Title	English 5	HTW5ENGIL
Number of Credits	3 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	Knowledge of English at level B2 (Common European Framework of Reference for Languages)	
Level	B1 - C1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	<p>Interview questions and answers – clarity, accuracy and verbal self-confidence. Frequently used technical terminology, introducing yourself in formal business situations. Comparing and contrasting business and technical processes.</p>	

Second Foreign Language (Spanisch, Italian, Swedish, French)

Course Title	Second Foreign Language 2	HTW3LSPIL
Number of Credits	2 ECTS CP	
Semester	3 (Autumn)	
Prerequisites	A1	
Level	A1 – A2 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, portfolio.	
Course Contents	Enlarging vocabulary and knowledge of structures. Dealing with the world of work and business world. Intercultural and cultural topics.	

Course Title	Second Foreign Language 4	HTW5LSPIL
Number of Credits	2 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	A2	
Level	A2/B1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, portfolio.	
Course Contents	Conversation practice and written production. Talking about your professional life, your studies, your interests and future tasks.	

7. DPM – Design and Product Management

1. Semester

Course Title	Design Theory 2 (Bernhard Rothbucher)	DPMB3DETVO
Number of Credits	1,5 ECTS CP	
Semester	1 (Autumn)	
Prerequisites	Design Theory 1	
Level	Advanced	
Course Type	Lecture	
Exam Modalities	Written exam	
Acquired Knowledge/Skills	Creative Techniques, Problem Solving Techniques, Planning Systems, Tools for Idea Finding, Social Creativity	

Course Title	Freehand Sketching Techniques 1 (Bernd Stelzer)	DPMB1FHZUE
Number of Credits	2 ECTS CP	
Semester	1 (Autumn)	
Prerequisites	None	
Level	Basic	
Course Type	Practice session	
Exam Modalities	Coursework	
Acquired Knowledge/Skills	Sketching Basics, straight lines	
Course Contents	Introduction to sketching practice, introduction to media	

5. Semester

Course Title	Leadership and Management I	304050 Ron Ferguson – Concordia University Montreal
Number of Credits	1 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	Basics in Marketing	
Level	Basic	
Course Type	Lab session	
Exam Modalities	Presentation + written report	
Acquired Knowledge/Skills	Creativity, team work competency	
Course Contents	Introduction to Service Management, including case studies and students' presentations	
Literature	Lovelock, C.; Wright, L.: Principles of Service Marketing and Management, London et. al. 1999. Ramaswamy, R.: Design and Management of Service Processes, New York u.a. 1996 Berry, L.; Parasuraman, A.: Marketing Services, New York 1991.	

Foreign Languages

Course Title	English 1	DPMB1ENGIL
Number of Credits	3 ECTS CP	
Semester	1 (Autumn)	
Prerequisites	Knowledge of English at level B1 (Common European Framework of Reference for Languages)	
Level	B1 – B2 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	Introducing yourself and others in formal business situations – clarity, accuracy and verbal self-confidence. Frequently used design terminology, writing a CV. Formulating product descriptions – practice in the use of adjectives and adverbs. Comparing and contrasting room layout Reading and listening comprehensions about contemporary British culture – describing modern buildings and innovative design.	

Course Title	English 3	DPMB3ENGIL
Number of Credits	3 ECTS CP	
Semester	3 (Autumn)	
Prerequisites	Knowledge of English at level B2 (Common European Framework of Reference for Languages)	
Level	B2 – C1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	Describing a company, the language of presentations, differentiating between various styles using authentic material e.g. company literature, advertising material, technical instructions. The use of the passive voice in formal technical and scientific descriptions. Vocabulary exercises relating to the forest products industry and advanced business English. Students prepare general conversation topics using relevant phrases.	

Course Title	English 5	DPMB3ENGIL
Number of Credits	3 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	Knowledge of English at level B2 (Common European Framework of Reference for Languages)	
Level	B1 - C1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, papers.	
Course Contents	Interview questions and answers – clarity, accuracy and verbal self-confidence. Frequently used technical terminology, introducing yourself in formal business situations. Comparing and contrasting business and technical processes.	

Second Foreign Language (Spanisch, Italian, Swedish, French)

Course Title	Second Foreign Language 1	DPMB3FSPIL
Number of Credits	2 ECTS CP	
Semester	3 (Autumn)	
Prerequisites	None	
Level	A1 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, portfolio.	
Course Contents	Simple sentences and everyday language. Talking about yourself and your surroundings. Describing people, companies, products.	

Course Title	Second Foreign Language 3	DPMB4FSPIL
Number of Credits	2 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	A1/A2	
Level	A2 (Common European Framework of Reference for Languages)	
Course Type	Integrated course	
Exam Modalities	Written and oral exams, portfolio.	
Course Contents	Talking about past events: about professional experiences. Training reading comprehension skills with technical texts (design, marketing). Technical vocabulary.	

8. PTH – PHYSIOTHERAPY

Course Title	Clinical Reasoning
Number of Credits	3,5
Semester	3. Semester
Prerequisites	
Level	
Course Type	Lecture
Exam Modalities	
Acquired Knowledge/Skills	
Course Contents	Apply, reflect upon and verbalize the following processes: Structural accommodations (Case histories, planning and follow through of physical enhancement), developing and modifying theories of psycho therapy diagnosis, theraputic planning, explanations and advice, therapy, recurring findings, continual reflection of the theory evaluation process. Applying these processes to patient examples.
Literature	

Course Title	Body Mechanics
Number of Credits	3,5
Semester	3. Semester
Prerequisites	
Level	
Course Type	Lecture
Exam Modalities	
Acquired Knowledge/Skills	
Course Contents	Development of motor skills in Humans Development and characterization of normal movements Analysation of the movement and function of specific body parts (Hubfreie und hubarme) mobilization and function of the spine, analysation of human posture, (Aufrichtung), the relevance of posture and movement in certain muscles and muscular activities in the mobilisation of joint
Literature	