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Courses taught in English

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ITS – Information Technology and Systems Management – Summer Semester 2008

Course Title	English 2
Course Code	ITS2ENGIL
International Category	5
Number of Credits	3 ECTS CP
Semester	2
Course Type	3 ECTS CP Integrated Lecture
Exam Modalities	Continuous Assessment
Prerequisites	Level B1
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: describing and evaluating trends, developments, procedures and processes, giving instructions orally and in writing, describing and demonstrating a device Topics: robotics and automation; economic data and administrative processes; company performance; microchip technology and manufacture, operating technical devices
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

Course Title	Cryptology & Data Security
Course Code	ITS4KDSVO (Lecture) ITS4KDSL (Lab)
International Category	4
Number of Credits	4 ECTS CP
Semester	4
Prerequisites	Foundation Courses in Maths Foundation Courses in Informatics
Level	Advanced
Course Type	2 ECTS CP Lecture, 2 ECTS CP Lab
Exam Modalities	Lecture: Final Exam (Written), Lab: Continuous Assessment
Acquired Knowledge/Skills	The students are familiar with the theoretical concepts and practical applications of cryptography. They are able to assess attack scenarios and to protect systems and networks of varying complexity against such threats using state-of-the-art technologies. Furthermore, students have acquired the requisite knowledge to protect data against loss or unauthorised access.
Course Contents	Cryptographic algorithms and protocols, Signatures, Public Key systems, Block cipher , cryptanalytic attack; insight into possible attack points in computer

	systems via the Intranet/Internet; Network security in the respective OSI Layers 1-7; firewall technologies; content filtering, virus and spam protection; backup strategies and systems
Literature	Ertel:W. Angewandte Kryptographie, Schneier B.: Applied Cryptography, Stallings: Cryptography and Network Security

Course Title	English 4
Course Code	ITS4ENGIL
International Category	5
Number of Credits	3 ECTS CP
Semester	4
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: Describing company structure, responsibilities and tasks with the help of organisational charts; holding a meeting (drafting agendas, minutes, memos), specifying needs and requirements, writing reports, press statements, drafting job profiles and letters of application, conducting and giving interviews, negotiating and exchanging ideas and arguments, presentations Topics: web-based services; telecommunication companies and authorities, issues of efficiency and profitability; job application; China case study (setting up a new subsidiary)
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

Course Title	Wireless and Telecommunication Networks
Course Code	ITS4MTNIL (Lecture) ITS4MTNLB (Lab)
International Category	4
Number of Credits	4 ECTS CP
Semester	4
Prerequisites	Foundation Courses in Maths Foundation Courses in Informatics
Level	Advanced
Course Type	2 ECTS CP Lecture, 2 ECTS CP Lab

Exam Modalities	Lecture: Final Exam (Written), Lab: Continuous Assessment
Acquired Knowledge/Skills	The students obtain an introduction to the technology of circuit switched second generation digital mobile networks due to GSM together with basic knowledge of cooperating fixed network (ISDN), followed by an introduction to the already packet oriented third generation mobile networks due to GPRS and UMTS. They comprehend the transmission and signalling procedures as well as the involved switching technology and interworking with packet oriented networks. They are in the position to use rather simple dimensioning rules for certain network components. Thus the students should understand interoperating of to day and future mobile networks with ISDN as well as with universal IP-based multimedia networks.
Course Contents	Subscriber access (Modem, DSL), ISDN, PDH/SDH, Intelligent networks (IN), VoIP, IPTel, GSM architecture, Wireless interface, signalling, Funkschnittstelle, UMTS: architecture, UTRAN, measurements; wireless networks: 802.11, Bluetooth, ZigBee
Literature	A. Bluschke, M. Matthews, R. Schiffel: Zugangsnetze für die Telekommunikation, Hanser; A. Tanenbaum: Computernetzwerke, Pearson; H. Kyas : ATM, Hanser; A. Badach, E. Hoffmann . Technik der IP-Netze, Hanser; CISCO CCNA, cisco press; IETF Standards

Course Title	Project 2
Course Code	ITS6PROPT
International Category	4
Number of Credits	4 ECTS CP
Semester	6
Course Type	4 ECTS CP Project Work
Exam Modalities	Continuous Assessment
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	Communication Skills
Course Code	ITS6COMIL
International Category	5
Number of Credits	2 ECTS CP
Semester	6
Course Type	2 ECTS CP Integrated Lecture
Exam Modalities	Continuous Assessment
Level	Advanced
Acquired Knowledge/Skills	The student is able to document independently researched material in a seminar paper and present this material in a presentation. Topics are related to the projects carried out in a technical project. S/he is able to defend his/her

	findings in a plenary discussion. The student has enhanced his/her presentation and discussion skills.
Course Contents	Documenting and presenting project work according to accepted academic standards advanced rhetorical skills for presentations, negotiation and discussion skills, chairing a meeting, summarising, recapping, agreeing, disagreeing, socializing, discussion of current topics
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	Security Management
Course Code	ITS6SEMIL (lecture) ITS6SEMSE (seminar)
International Category	5
Number of Credits	8 ECTS CP
Semester	6
Prerequisites	Financing & Controlling Cryptology & Data Security Network Technologies Applied Informatics
Level	Specialization
Course Type	4 ECTS CP Integrated Lecture, 4 ECTS CP 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	Security Role Concepts, Security Life Cycle, legal aspects, Data Protection Law, Data Processing Register, IT-Basic Protection Manual, IT- Security Guidelines, Security Audit, Ethical Hacking, Computer Forensics
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 Prosise, Matt Pepe: Incident Response & Computer Forensics, Osborne/McGraw-Hill

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, part-time mode in summer semester
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, block course 6-8 February
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

Course Title	Aesthetics I
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	<p>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.</p> <p>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 19th century, whereas the summer semester will focus on modern art from the early 20th 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.</p>
Literature	<p>Aisthesis. Wahrnehmung heute oder Perspektiven einer anderen Ästhetik. 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: Aisthetik. 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. München: 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>

Course Title	Music Production
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] Recommended: monthly magazines: KEYS u/o KEYBOARDS, PRODUCTION PARTNER, C'T (Magazin für Computertechnik) „das Homerecording Handbuch“ - Roland Enders [CG Carstensen - ISBN 3-910098-13-4] “das Effekte Praxisbuch” - Frank Pieper [CG Carstensen - ISBN 3-910098-16-9] "The Mixing Engineer's Handbook" - Bobby Owinsky [Artist Pro - ISBN 0-87288-723-5] "The Mastering Engineer's Handbook" - Bobby Owinsky [Artist Pro - ISBN 0-87288-741-3] "How to build a small budget recording studio from scratch" - Mike Shea [McGraw-Hill - ISBN 0-07-138700-5]</p>

Course Title	Advanced Photo 1
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	<p>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</p>

Course Title	Documentary
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
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:

	<ul style="list-style-type: none"> - introduction in theories and mediation of contexts - readings and discussions - self-contained work on topics, lectures
Literature	<p>Ästhetische Grundbegriffe, hg. von Karl Heinz Barck u.a., Stuttgart: Metzler Verlag, 2004, Bd. 1 – 6</p> <p>Kunst / Theorie / im 20. Jahrhundert, hg. Von Harrison / Wood, Stuttgart: Hatje 1998</p>

Course Title	Mix and Mastering ST
Number of Credits	3 ECTS CP
Semester	5
Prerequisites	Course Music-Production or similar prerequisites
Level	
Course Type	Studio
Exam Modalities	<p>Project Work:</p> <p>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.</p>
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	<p>„Das Tonstudio Handbuch“ - Hubert Henle [CG Carstensen - ISBN 3-910098-14-2] (Tonstudioteknik, Aufnahme, Mikrofone, Mischpulte, Effekte, Bearbeitung, etc.)</p> <p>“The Mixing Engineer’s Handbook” – Bobby Owsinsky [© 1999 by artistpro.com – ISBN 0-87288-723-5 MixBooks Pro Audio Series - Intertec Publishing Corporation]</p> <p>Recommended:</p> <p>“The Mastering Engineer’s Handbook” – Bobby Owsinsky [© 2000 by artistpro.com – ISBN 0-87288-741-3 MixBooks Pro Audio Series - Intertec Publishing Corporation]</p> <p>”das Effekte Praxisbuch” – Frank Pieper [CG Carstensen -ISBN 3-910098-16-9]</p> <p>“Surround” – Christian Birkner [PPV Medien - ISBN 3-932275-39-X]</p>

Course Title	3D Masters
Number of Credits	9 ECTS CP
Semester	6
Prerequisites	course: 3D Advanced
Level	
Course Type	Practice
Exam Modalities	project 50%

	active collaboration 30% homework 20%
Acquired Knowledge/Skills	The students will learn 3D Animation as a tool for character animation. At the begin of the course they'll have to handle little animation exercises to gain first of all insight the technical part of animation. Afterwards they'll occupy on to the create aspects of animation. Based on the principles of the analogue character animation the students will learn to communicate the character and the weight of the animated figure.
Course Contents	Handling of animation trajectory Timing & Spacing Character Modelling Character Rigging Monitoring & Analysis Walkcycles and motion sequence Motionbuilder Pose to Pose Animation Walkcycles Weight & Anticipation Facial Animation
Literature	WILLIAMS, Richard (1992): The Animator Survival Kit. London: Faber & Faber Limited OSIPA, Jason (2005): Stop Staring. Alameda: sybex Alias Learning Tools (2005): Character Rigging and Animation. Toronto: Alias Learning Tools

Course Title	English Advanced 1
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
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
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	Applied Language Tasks 1
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	McCarthy: 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
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	compositing of an idea as a little script with a following story- and mood board for a presentation of the project discussion of successful examples as a training for finding surprising ideas the practical exercise will be created near to reality and ends with a public presentation of the projects
Literature	Pricken Mario: Kribbeln im Kopf. Kreativitätstechniken & Braintools für Werbung & Design Reins Armin: Die Mörderfackel. Armin Reins fragt die besten Texter, wie sie das Mittelmaß in der deutschen Werbung bekämpfen Pricken Mario: Visuelle Kreativität Holger Jung, Jean-Remy von Matt: Momentum – Die Kraft, die Werbung heute braucht. Ralf Langwost: How to Catch the Big Idea Vaske Hermann: Standing on the Shoulders of Giants Turner Sebastian, Reichenbach Petra: Spring! Gaede Werner: Abweichen von der Norm

	<p>Arden Paul: It's Not How Good You Are, It's How Good You Want to be Arden Paul: Es kommt nicht darauf an, wer du bist, sondern wer du sein willst Heiser Albert: Das Drehbuch zum Drehbuch. Erzählstrategien im Werbespot und -film The Art of the Marix / Wacholsky / Titan Books Storyboards / Vom Text Zur Zeichnung zum Film (Marcie Begleiter) Thirty Frames Per Second / The Visionary Art of The Music Video / Abramsbooks</p>
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Course Title	Sound synthesis 1
Number of Credits	4 ECTS CP
Semester	3
Prerequisites	practical experience with computer based audio-processing understanding of the principals of digital processing * audio basics
Level	
Course Type	combined lecture + practise
Exam Modalities	project 60% oral exam 20% homework 20 %
Acquired Knowledge/Skills	knowledge of the possibilities of digital sound creation combination of modules for individual sound presentation shaping of individual sound creating sets
Course Contents	moulds of electric sound creating and sound modification function principals and practices of connection work out virtual analogue synthesizer with up-to-date modular systems analysing of up-to-date sound aesthetics and correlation to the used techniques principles of FM- and Granular-Synthesis, Sampling, modular systems
Literature	„Elektronische Klänge und musikalische Entdeckungen“, Andre Ruschkowski Broschiert - 448 Seiten - Reclam, Ditzingen Erscheinungsdatum: Februar 1998 ISBN: 3150096634

Course Title	WP2: Audiovisualistik 1
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
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.

Course Title	3D Introduction 1
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	Psychology and Media
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	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	Design Compilation
Number of Credits	7.5 ECTS CP
Semester	
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
Number of Credits	7.5 ECTS CP
Semester	
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
Literature	

3. BWI – Business and Information Management

Course Title	The Enterprise: The Inner Perspective and Environment
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	English 1
Number of Credits	2.5 ECTS
Semester	1
Prerequisite	B1 Level of Common European Framework
Course Type	Exercise Course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Acquired Knowledge/Skills	By the end of the 1 st academic year students should be able to: Understand & use an intermediate level of basic grammar. Have an understanding of basic business vocabulary & terms. Express themselves in a professional & appropriate manner. Speak freely with more confidence, fluency and improved pronunciation. Comprehend listening and written texts on business topics.
Course Contents	<u>Grammar</u> (these grammar points will be presented in the lessons but for extra practice and homework exercises we will be using the following chapters from <i>English Grammar in Use Intermediate, Raymond Murphy</i>) Vocabulary Basic business vocabulary and essential terms in business communication. Verb and noun combinations Word patterns. Business phrasal verbs Verbs and prepositions Key terms for business graph and charts. <u>Listening</u> : Authentic interviews, listening for specific information or note taking. <u>Reading</u> : Business related texts / authentic material (the financial times/the independent) Followed by tasks to check comprehension/summaries. <u>Oral</u> : Class discussions. Debates. Presentations Case studies. Pair/group discussions.

Course Title	Strategic Management
Number of Credits	4 ECTS
Semester	3
Course Type	Lecture and exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays

Acquired Knowledge/Skills	The purpose of the course is to develop general management abilities.
Course Contents	The focus of the course is on strategy formulation and the analysis of strategy from the perspective of the chief executive or the general manager. General management is a state of mind rather than a science.

Course Title	Software Engineering - Basics
Number of Credits	2.5 ECTS
Semester	3
Course Type	Lecture and exercise course
Exam Modalities	Final written exam
Course Contents	Functional setup and process structure of modern IT environments Essential elements and processes of applications Basics of application development Quality Management as a crucial aspect of software engineering

Course Title	English 3
Number of Credits	2.5 ECTS
Semester	3
Prerequisites	B2 level of Common European Framework
Course Type	Lecture and exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Acquired Knowledge/Skills	By the end of the semester students should be able to: write professional business letters/emails/reports explain charts and graphs accurately and in detail participate fully in business meetings, expressing themselves appropriately and professionally speak freely and with more confidence, fluency and improved pronunciation to comprehend listening texts on business topics
Course Contents	Meetings: presenting arguments, dealing with interruptions, expressing opinions tactfully and tentatively, agreeing and disagreeing tactfully, expressing support & opposition, making proposals & counter-proposals Vocabulary: vocabulary to be discussed in class will be taken from Robert M Grant's <i>Contemporary Strategy Analysis</i> as well as business articles taken from various sources. Grammar: according to the needs of the class Writing emails and letters, both formal and semi-formal; reports, writing/responding to enquiries Explaining charts and graphs: prepositions, verbs and noun forms, adverbs/adjectives
Literature	

Course Title	English 5
Number of Credits	2.5 ECTS
Semester	5
Prerequisites	B2 level of Common European Framework
Course Type	Lecture and exercise course
Exam Modalities	Continuous assessment, written/oral assignments, essays
Acquired	By the end of the semester students should be able to:

Knowledge/Skills	<p>write cohesive and well-organized summaries of business texts</p> <p>use connecting words properly and effectively</p> <p>avoid common Germanisms and false friends</p> <p>speak freely with more confidence and fluency and improved pronunciation</p> <p>comprehend listening texts on business topics</p>
Course Contents	<p>Vocabulary: idioms & false friends</p> <p>Grammar: connecting words, misc. according to the needs of the class</p> <p>Writing: summaries of business articles</p> <p>Working on pronunciation</p> <p>Socializing and networking</p> <p>Business topics to be discussed (primarily in the form of case studies from Market Leader Upper Intermediate):</p> <p>Relationship Marketing</p> <p>Team Building</p> <p>Entrepreneurial Management: Managing Risk</p> <p>Business Ethics</p>
Literature	

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

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

Course Title	Consulting
Number of Credits	4 ECTS
Semester	8
Course Type	Interactive 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
Number of Credits	2.5 ECTS
Semester	8
Prerequisites	Basic knowledge in financial accounting
Course Type	Interactive 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

4. DTV – Digital TV

Course Title	Media Management
Number of Credits	7.5 ECTS CP
Semester	1 & 2
Level	Basic
Course Type	Lecture & Exercise
Exam Modalities	Final Exam (Written) & Project-Evaluation
Course Contents	<p>The course will give a general overview of all relevant aspects of digital television markets and business development , e.g. touching topics concerning:</p> <ul style="list-style-type: none"> - Digital Television - IPTV - Mobile TV - emerging digital television markets - Business Plan Development (Exercise & Team Project)

Course Title	Web-Radio
Number of Credits	7.5 ECTS CP
Semester	1 - 4
Level	Basic / Intermediate
Course Type	Practice
Exam Modalities	Continuous Assessment
Course Contents	<p>The course focuses on Live-Production in a WebRadio-Broadcasting-Studio (OnAir / OnLine).</p> <p>The students gain knowledge in two major parts:</p> <ul style="list-style-type: none"> - Creation, voice-over and production of reports for Web-Radio - Creation, presenting and production of a broadcast (preproduced & live) <p>The relevant theoretical knowledge will be taught in lectures first, but soon the students are challenged to apply their knowledge through “hands-on” in the Web-Radio-Studio. They learn how to create, plan and present a 1-hour-Infotainment- / Entertainment-Live-Show. Therefore, they also gain the relevant technical, journalistic and editorial knowledge.</p> <p>The students will also be integrated and involved in the work of the responsible editorial team of the Web-Radio during their studies.</p>

5. IMT – Innovation and Management in Tourism

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
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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.
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Course Title	IT Applications in Tourism
Number of Credits	3
Semester	2
Prerequisites	1 st semester knowledge or equivalent
Level	Intermediate course
Course Type	lecture & lab
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will be familiarized with current developments as listed below.
Course Contents	Current developments in IT systems regarding hotel applications – from reservation systems to telephone systems and on to invoicing. Development and purchasing of an IT concept and IT system.

Course Title	Web Design
Number of Credits	3
Semester	2
Prerequisites	IT basics
Level	intermediate course
Course Type	lecture & lab
Exam Modalities	final examination, ongoing evaluation
Acquired Knowledge/Skills	Students will be well-versed in various aspects of image editing, webdesign and website concepts.
Course Contents	Introduction to professional design of internet sites with WYSIWYG Editor. Intergration/Creation of graphics and text hyperlinks, charts, navigation and drop-down elements, etc.

Course Title	Tourism Marketing II
Number of Credits	3
Semester	2
Prerequisites	Tourism marketing I.
Level	intermediate course
Course Type	lecture & e-learning
Exam Modalities	final examination
Acquired Knowledge/Skills	Students continue to gain knowledge in topics included in Tourism Marketing I and well as those listed below.
Course Contents	Continuation of tourism marketing as a specific form of service marketing; various related principles; Micro and Macro perspectives of tourism marketing; marketing management processes; marketing mix;...

Course Title	Field Studies
Number of Credits	4
Semester	2
Prerequisites	none
Level	intermediate course
Course Type	project work

Exam Modalities	class participation & project
Acquired Knowledge/Skills	Students gain exposure to a variety of benchmarks in tourism-related issues.
Course Contents	During the course of a tourism-related trade fair, students will conduct research on current topics relevant to the field

Course Title	Tourism Management
Number of Credits	3
Semester	2
Prerequisites	none
Level	intermediate course;prerequisite for Tourism Management II
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain ability to recognize & holistically analyse variety of influences to which enterprises are exposed.
Course Contents	The tourism enterprise as a multifunctional system requiring the understanding of leadership processes, strategic management and planning, etc.

Course Title	Cost Accounting
Number of Credits	3
Semester	2
Prerequisites	-
Level	Intermediate course
Course Type	lecture, lab & e-learning
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain knowledge of topics listed below.
Course Contents	Basics of corporate accounting, characteristics of cost-calculations and cost theories.

Course Title	Communications and Rhetoric
Number of Credits	2
Semester	2
Prerequisites	-
Level	foundation course
Course Type	practice sessions
Exam Modalities	ongoing evaluation
Acquired Knowledge/Skills	See below.
Course Contents	Students learn to analyse and improve their oral communication skills and focus at the same time on non-verbal communication, debating skills and more through practice-oriented activities in small groups.

Course Title	Research Methodology
Number of Credits	4
Semester	2
Prerequisites	-
Level	foundation course
Course Type	introduction

Exam Modalities	Seminar paper, ongoing evaluation
Acquired Knowledge/Skills	See below.
Course Contents	Students learn principles and requirements of scholarly studies which are the prerequisites to the writing of such works.

Course Title	Business English
Number of Credits	2.5
Semester	2
Prerequisites	A-level English
Level	intermediate course
Course Type	language Training
Exam Modalities	Class participation, homework, quizzes, written/oral examination
Acquired Knowledge/Skills	Students will improve their general English proficiency as well as be exposed to a variety of tourism-related topics
Course Contents	Travel, business encounters, etc.

Course Title	Spanish/Italian (mandatory elective)
Number of Credits	2,5
Semester	2
Prerequisites	none
Level	beginners course
Course Type	language Training
Exam Modalities	Homework, class participation, quizzes, final examination
Acquired Knowledge/Skills	Students will acquire basic language functions. See below.
Course Contents	Application of the target language with use of basic vocabulary – introductions, family, travel, etc.

Course Title	Chinese/Russian/German (elective)
Number of Credits	2,5
Semester	2
Prerequisites	none
Level	Beginners course
Course Type	Language Training
Exam Modalities	
Acquired Knowledge/Skills	Basic functionality in target language
Course Contents	Basic introduction to target language

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.
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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.

Course Title	Creativity Techniques
Number of Credits	3
Semester	4
Prerequisites	-
Level	-
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will become familiar with creativity tools and learn how they can be applied and evaluated.
Course Contents	Familiarization with creativity tools typically used in innovation management (brainstorming, brainwriting, Ishikawa diagram, etc.). Concrete examples allow methods to be applied and evaluated.

Course Title	Trends in Tourism
Number of Credits	3
Semester	4
Prerequisites	-
Level	-
Course Type	Seminar & exercise
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will gain experience in dealing independently with a variety of up-to-date topics from the field.
Course Contents	Societal analysis – importance for innovative marketing, methods as applied to tourism; using systematic processes (trend analyses, early-warning systems, etc); focus on SMEs

Course Title	Open Window
Number of Credits	3
Semester	4
Prerequisites	-
Level	-
Course Type	lecture / future lab
Exam Modalities	ongoing evaluation
Acquired Knowledge/Skills	Students gain hands-on experience in topics which are relevant to the moment.
Course Contents	Opportunity to deal with hot-topics in tourism e.g. crisis management (tsunami, avalanches, etc), safety concerns (terrorism), special events (Olympics).

Course Title	Tourism Marketing II
Number of Credits	3
Semester	4

Prerequisites	Tourism marketing I
Level	advanced course
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will be able to apply tools & principles listed below.
Course Contents	Strategic marketing, analysis tools, SWOT, life cycles, portfolio analysis, interaction and internal, decision making

Course Title	Quality Management
Number of Credits	2
Semester	4
Prerequisites	-
Level	advanced
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students will be able to apply quality management to relevant targets and will be able to evaluate quality management systems.
Course Contents	Importance of quality in tourism; assessment and certification of quality using various tools; (Total Quality Management, ISO-norms, quality awards)

Course Title	Elective 1: Hospitality Management II
Number of Credits	3
Semester	4
Prerequisites	Hospitality Management I
Level	advanced
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students acquire knowledge in a variety of topics including employee tasking, Hurst method, market positioning, quality management, calculations, etc.
Course Contents	Continuation of Hospitality Management I, budgeting and staffing of facilities, productivity and pricing in F & B, project feasibility, etc.

Course Title	Elective 2: Destination Management II
Number of Credits	3
Semester	4
Prerequisites	Destination Management I
Level	advanced
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	See Destination Management I & topics below.
Course Contents	Principles of determining strategies for destination and leisure marketing, including various analyses, strengths and weaknesses profiling, success factor evaluations, etc.

Course Title	Special Topics of Business Administration
Number of Credits	3
Semester	4

Prerequisites	-
Level	advanced
Course Type	lecture & exercise
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain hands-on experience in working independently on various topics ranging from chaos management to issues confronting family businesses.
Course Contents	Hands-on encounter with a variety of economic topics such as: chaos management, ethical conflicts, managerial careers, benchmarking, intercultural communication, etc.

Course Title	Management Accounting
Number of Credits	3
Semester	4
Prerequisites	-
Level	advanced
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain knowledge of topics listed below plus hands-on experience
Course Contents	Topics include trade and tax balance sheets, pertinent legal issues and the completion of a sample balance analysis based on a sample company.

Course Title	Team Communication
Number of Credits	2
Semester	4
Prerequisites	-
Level	-
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students learn how to apply a variety of tools and methods toward enhancing team communication
Course Contents	Foundations of efficient discussions; moderation tools and techniques; processes in decision-making, goal-setting, etc.

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.

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.

Course Title	eBusiness in Tourism
Number of Credits	3
Semester	6
Prerequisites	-
Level	advanced
Course Type	seminar
Exam Modalities	Written seminar paper
Acquired Knowledge/Skills	Students are exposed to content below.
Course Contents	Marketing tools used in ebusiness will be analyzed, particularly regarding online distribution; contribution which IT makes to the total value chain will be observed.

Course Title	Leadership
Number of Credits	3
Semester	6
Prerequisites	-
Level	-
Course Type	integrated instruction
Exam Modalities	final examination
Acquired Knowledge/Skills	Students become aware of leadership theories, models & techniques.
Course Contents	Various leadership theories, models and techniques will be presented. Topics

	such as motivation, conflict management and group dynamics will be discussed.
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Course Title	Leisure and Cultural Operations
Number of Credits	3
Semester	6
Prerequisites	-
Level	-
Course Type	lecture
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain knowledge into managing leisure operations including the strategic level, marketing strategies, financing, controlling, operative management.
Course Contents	Leisure and cultural operations regarded as part of the tourism system; normative, strategic and operative management.

Course Title	Controlling
Number of Credits	3
Semester	6
Prerequisites	-
Level	-
Course Type	lecture, lab and e-learning
Exam Modalities	final examination
Acquired Knowledge/Skills	Students gain skills in all aspects of controlling (operatives, features, budgeting, forecasting, break-even analyses, indicatory figures, etc.)
Course Contents	Various aspects of controlling (see above), also methods of reporting (e.g.MIS) are included.

Course Title	Corporate Planning and Management
Number of Credits	3
Semester	6
Prerequisites	-
Level	advanced
Course Type	lecture & exercise
Exam Modalities	final examination
Acquired Knowledge/Skills	Students get hands-on experience in applying various controlling tools and methods
Course Contents	Application of various tools and methods of controlling in a concrete business context (e.g. Business plan, ABC analysis, Break-even analysis, etc).

Course Title	Bachelor's Thesis 2 and Accompanying Seminar
Number of Credits	9
Semester	6
Prerequisites	Bachelor's Thesis 1
Level	advanced
Course Type	seminar & writing of thesis
Exam Modalities	thesis & ongoing evaluation
Acquired Knowledge/Skills	Students develop and document work based on theoretical input required for BA Thesis 1.

Course Contents	Building on results attained in BA Thesis 1, emphasis is placed on the development of touristic innovations and/or the improvement of current business systems.
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Course Title	Professional Internship
Number of Credits	6
Semester	6
Prerequisites	-
Level	-
Course Type	-
Exam Modalities	-
Acquired Knowledge/Skills	Students gain hands-on experience in tourism-related enterprise,
Course Contents	Applicable if 40 weeks of employment are not attained by the end of the degree course.

6. HTW – Forest Products Technology and Management

Courses offered in English on a routine basis (INTL 5)

Course Title	Sustainability – Environmental Assessment	HTW7ENVIL
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: <ul style="list-style-type: none"> 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
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Course Title	Computer Integrated Manufacturing	HTW7CIMIL
Number of Credits	3	
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	
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>	

Course Title	Strategic Management 2	HTW8STMIL
Number of Credits	3 ECTS CP	
Semester	8 (Spring)	
Prerequisites	Strategic Management 1	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Presentation	
Course Contents	<p>The implementation of Strategic Controlling Systems in theory and the design of specific controlling systems for the wood- and furniture industry are trained in this model.</p>	

Course Title	Integrative Case Studies	HTW8ICSIL
Number of Credits	4	
Semester	8 (Spring)	
Prerequisites	Basic knowledge of Economics, Technology and Management	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Team presentation	
Course Contents	Harward Business School Case Studies, Analysis and Development of Business Models Development of new case studies for the wood and furniture industry.	

Courses offered in English if a minimum of 5 students attend (INTL 4)

Course Title	Wood Technology 1–Practice Session	HTW3WSTLB
Number of Credits	2,5 ECTS CP	
Semester	3 (Fall)	
Prerequisites	Basic knowledge in wood physics and wood anatomy	
Level	Intermediate	
Course Type	Practice session	
Exam Modalities	Commented test reports	
Acquired Knowledge/Skills	Based on the contents dealt with in the lecture “Wood technology 1” the students perform experiments. The discussion and interpretation of results of these experiments is an integrative part of these practice sessions to give students an introduction into methodology and research.	
Course Contents	Part I: Sawmill processing, yield and cost calculations, Optimization of sawing patterns, Standardized calculation programs Part 2 II: Timber drying including practical training, Documentation and calculation of drying processes	
Literature	Wood Handbook. Wood as an Engineering Material. http://www.woodweb.com/knowledge_base/Wood_Handbook.html	

Course Title	Wood Technology 2–Practice Session	HTW4WSTLB
Number of Credits	2.5 ECTS CP	
Semester	4 (Spring)	
Prerequisites	Basic knowledge in wood physics and wood anatomy	
Level	Intermediate	
Course Type	Practice session	
Exam Modalities	Commented test reports	
Acquired Knowledge/Skills	Students acquire the necessary methodology for scientific research work	
Course Contents	Wood based materials Material analysis Adhesives Production of wood based panels Determination of formaldehyde contents and nitrogen Density profile Tension shear test Tensile strength, perpendicular to face Water absorption and swelling percentage	

Literature	Baldwin, R. F. (1995): Plywood and Veneer-Based Products. San Francisco, Cal.: Miller Freeman Inc. Schniewind, A. P. (1989): Concise Encycloepidia of Wood & Wood-Based Materials. Oxford: Pergamon Press
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Course Title	Interdisciplinary Project	HTW5WPRPT
Number of Credits	5 ECTS	
Semester	5 (Fall)	
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.	

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	Refresher course on basic linguistic elements, such as grammar, sentence structure and style. introduction to the language of the forest products and construction industries, using texts concerning globalisation and sustainability. Students are required to discuss general business and ecological topics, using phrases and vocabulary practised	

Course Title	English 2	HTB2ENGUE
Number of Credits	3 ECTS CP	
Semester	2 (Spring)	
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	Expanding students' vocabulary in a variety of specialised areas, for example: introduction to financial English, the language used in formal technical texts. Students give presentations on topics of interest to them from their future professional field.	

Course Title	English 3	HTW3ENGIL
Number of Credits	3 ECTS	
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 4	HTW4ENGIL
Number of Credits	3 ECTS	
Semester	4 (Spring)	
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	Business English – reading comprehensions relating to themes such as marketing and lifestyles, financial English, letter writing, emails. Students practice telephone techniques, the language used in written and verbal complaints, orders, enquiries, technical explanations.	

Course Title	English 5	HTW5ENGIL
Number of Credits	3 ECTS	
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	HTB2LSPUE
Number of Credits	2 ECTS	
Semester	2 (Spring)	
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 2	HTW3LSPIL
Number of Credits	2 ECTS	
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 3	HTW4LSPIL
Number of Credits	2 ECTS	
Semester	4 (Spring)	
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.	

Course Title	Second Foreign Language 4	HW5LSPIL
Number of Credits	2 ECTS	
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

Courses offered in English on a routine basis (INTL 5)

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.	

Course Title	Leadership and Management III Conflict Resoltuion / Bargaining	DPM 304080 Kim Hester – Arkansas State University
Number of Credits	3 ECTS CP	
Semester	6 (Spring), 12.-16. 05. 2007	
Prerequisites	Basics in Marketing	
Level	Basic	
Course Type	UE (highly interactive), Practice Session	
Exam Modalities	Final Exam	
Acquired Knowledge/Skills	This course aims to help you develop the negotiating skills needed to meet the challenges facing today's executives. The course integrates the experiential and intellectual components of negotiation.	
Course Contents	<p>First, it will help you develop the sophistication to analyze bargaining and conflict relationships and to learn (through class discussion and self-assessment) about your own individual bargaining style.</p> <p>Second, this course uses various techniques to help you understand ...the basic elements of negotiation; ...when to reach a deal and when to walk away; ...how to negotiate in teams; ...how to negotiate with multiple opponents; and ...how to handle international negotiations.</p>	
Literature	Lewicki, Saunders, Barry & Minton, Negotiation: Readings, Exercises and Cases (5th edition). Homewood, IL: McGraw-Hill Irwin, 2006. (ISBN-10: 0072973102)	

Course Title	Leadership and Management III Global Competitiveness	DPM 304081 Kelly Fish Arkansas State University
Number of Credits	3 ECTS CP	
Semester	6 (Spring), 16. – 20. 6. 2008	
Prerequisites	Basics on International Marketing/Management	
Level	Intermediate	
Course Type	Exercise	
Exam Modalities	Grade is determined by final essay exam and results of computer based business simulation.	
Acquired Knowledge/Skills	Upon completion of the course students will have a integrated view of marketing, finance, human resource management, accounting, operations management and strategic management involving a firm competing in a global setting. Students will also, have an awareness of the competitive issues facing them in today's, as well as, tomorrow's global environment.	
Course Contents	Marketplace computer simulation and assigned readings with class discussion	
Literature	Annual Editions: International Business 14th Edition, Fred Maidment, editor.	

Course Title	Design Awareness 2 (Ming Lueng)	DPMB2DEAIL
Number of Credits	3 ECTS CP	
Semester	2 (Spring) 25.02.-29.02.2008	
Level	Introduction	
Course Type	Integrated course	
Exam Modalities	Exams plus coursework	
Acquired Knowledge/Skills	Product design relating to a sophisticated process (formal design aspects, three-dimensional representation etc.)	
Course Contents	Introduction to representation techniques, presentation and documentation	

Course Title	Team Building	DPMB6TEWIL
Number of Credits	1,5 ECTS CP	
Semester	6 (Spring) (available only in Spring 2009)	
Level	Advanced	
Course Type	Integrated course	
Exam Modalities	Exams plus coursework	
Acquired Knowledge/Skills	Examining various problem-solving techniques including identification and processing of problems to enhance quality and efficiency.	
Course Contents	Identification of problems that may occur in a team, finding solutions and ways of solving the problems.	

Courses offered in English if a minimum of 5 students attend (INTL 4)

Course Title	Option Module: Industrial Design 1 (ID1) (Rothbucher)	510.051 510.052
Number of Credits	4 ECTS CP	
Semester	5 (Autumn)	
Prerequisites	Design Basics 1-4	
Level	Specialising	

Course Type	Seminar
Exam Modalities	Written exam, presentation
Acquired Knowledge/Skills	Creative Techniques, Design Methods, Advanced Design Techniques, Digital Sketching, Design and Business
Course Contents	Design Project
Literature	Bruce: Design in Business, Strategic Innovation Through Design;

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	

Course Title	Freehand Sketching Techniques 2 (Bernd Stelzer)	DPMB2FHZUE
Number of Credits	2 ECTS CP	
Semester	2 (Spring) (available only for those who have done Freehand Sketching Techniques 1) workshop 03.03.-06.03.2008 + 1 day (date to be fixed)	
Prerequisites	Sketching basics	
Level	Introduction 2	
Course Type	Integrated course	
Exam Modalities	Coursework	
Course Contents	Sketching in various media	

Course Title	History of Design 1 (Katharina Posch)	DPMB2DEGVO
Number of Credits	3 ECTS CP	
Semester	1 (Spring)	
Prerequisites	None	
Level	Basic	
Course Type	Lecture	
Exam Modalities	Written exam	
Course Contents	What is history of design and why should we deal with it? Industrial Revolution/Thonet; countermovement Arts & Crafts; Art Deco, Art Nouveau and Wiener Secession; Jugendstil (Art Deco) in different countries; Modernity in art and design; Soviet Design; Functionality and Design: Deutscher Werkbund, Bauhaus; Bauhaus and Master Classes; Scandinavian Modern Design; France: Le Corbusier and contemporaries, Art Deco; American Art Deco; Streamline; American way of design; Organic Design and International Style; Style in Europe; The Swinging Sixties; Postmodernism; new tendencies in design.	
Literature	Walker, J.A. (1992): Designgeschichte, Perspektiven einer wissenschaftlichen Disziplin. München: scaneg Verlag	

Course Title	History of Design 2 (Katharina Posch)	DPMB4DEGVO
Number of Credits	1,5 ECTS CP	
Semester	4 (Spring)	
Level	Advanced	
Course Type	Lecture	
Exam Modalities	Written exam	
Course Contents	Knowledge about different periods of design history; encouraging self-reflection and critical analysis of the design process and students' own work.	
Literature	Walker, J.A. (1992): Designgeschichte, Perspektiven einer wissenschaftlichen Disziplin. München: scaneg Verlag	

Course Title	3-D Model Making (Peter Richardson)	DPMB2FFMUE
Number of Credits	1,5 ECTS CP	
Semester	2 (Spring) (Available only for those who do Freehand Sketching Techniques 1 & 2) 10. – 14. März 2008	
Level	Introduction	
Course Type	Practice session	
Exam Modalities	Exams plus coursework	
Course Contents	Clay modelling techniques, elaboration of a clay model, handling tools for clay work	

Course Title	Option Module: Industrial Design 2 (ID2) (Rothbucher)	510.081 510.082
Number of Credits	4 ECTS CP	
Semester	6 (Spring)	
Prerequisites	ID1	
Level	Specialising	
Course Type	Seminar	
Exam Modalities	Written exam, presentation	
Acquired Knowledge/Skills	Creative Techniques, Design Methods, Advanced Design Techniques, 3 D Modelling (Solidworks)	
Course Contents	Design Project	

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.
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Course Title	English 2	DPMB2ENGIL
Number of Credits	3 ECTS CP	
Semester	2 (Spring)	
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	Expanding students' vocabulary in a variety of specialised areas, for example: introduction to financial English, the language used in formal technical texts. Students give presentations on topics of interest to them from their future professional field.	

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 4	DPMB4ENGIL
Number of Credits	3 ECTS CP	
Semester	4 (Spring)	
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	Business English – reading comprehensions relating to themes such as marketing and lifestyles, financial English, letter writing, emails. Students practice telephone techniques, the language used in written and verbal complaints, orders, enquiries, technical explanations.	

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 2	DPMB4FSPIL
Number of Credits	2 ECTS CP	
Semester	4 (Spring)	
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 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.	

Course Title	Second Foreign Language 4	DPMB6FSPIL
Number of Credits	2 ECTS CP	
Semester	5 (Spring)	
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.	

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	