



**STEYR CAMPUS**

## **Global Management Summer School**

**31<sup>st</sup> May 2010 – 11<sup>th</sup> June 2010**

Upper Austria University of Applied Sciences  
School of Management, Steyr Campus  
Austria/Europe

[www.fh-ooe.at/campus-steyr](http://www.fh-ooe.at/campus-steyr)



University of Applied Sciences

# Global Management Summer School 2010

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Study abroad in  
Upper Austria  
located in the very heart  
of Europe.



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of Applied Sciences

# Upper Austria University of Applied Sciences Steyr Campus

Welcome to the Upper Austria University of Applied Sciences, one of the leading Austrian Universities of Applied Sciences.

We offer an internationally recognized, well-established, practice-oriented education at university level. Located in four cities in the heart of Upper Austria, we provide academic programmes to over 4,400 students.

Our second area of competence lies in providing the economy with cutting-edge products from our research and development centres.

## Four faculties focus on different fields of study:

The **Hagenberg Campus** provides a range of programmes in Information Technology. At the **Linz Campus**, students are prepared for jobs in the sector of Social Welfare and related Health Professions. Students at the **Steyr Campus** pursue Management Studies. The **Wels Campus** specializes in Engineering, Environmental and Renewable Energy Technologies.

**Steyr Campus** offers six three-year bachelor degree courses and three two-year master programmes.

You will find more information at:

[www.fh-ooe.at/campus-steyr/international](http://www.fh-ooe.at/campus-steyr/international)



# Steyr Campus Management

The Steyr campus offers students modern education with a practical focus to prepare them to take leading management positions in industry. Our courses of study equip students to operate successfully in a permanently changing global economy. Applied research is another fundamental cornerstone of the Steyr campus. The core activities are in the fields of production optimization, logistics, networks, sales and distribution optimization as well as treatment chains in the health sector. Our R&D department relies on the expertise of our 40 professors and 25 research associates.

## Focus

All undergraduate studies offer sound professional education in business management and impart specialist competence in fields such as b2b-marketing and sales management (Global Sales Management), production economics (Production and Management), logistics and process management (International Logistics Management), IT and marketing (e-business), health sciences and process management (Process Management in Health Care), and financial management (Controlling, Accounting and Financial Management). The graduate studies offer specialization in specific fields as well as leadership competences and problem solving skills. The Steyr campus offers the following graduate programmes: Operations Management, International Marketing Management and Supply Chain Management.



## Communication Skills

Social skills are taught from the first semester onwards. In language training, presentations, moderation training and leadership training we provide the students with the opportunity to become acquainted with their individual strengths and abilities to facilitate their personal growth and development as effective team leaders. In addition to the obligatory foreign language, English, we offer French, Russian, Spanish and Czech.

### Undergraduate studies

- >> Accounting, Controlling and Financial Management
- >> e-business
- >> Global Sales Management
- >> International Logistics Management
- >> Process Management in Health Care
- >> Production and Management

### Graduate studies

- >> International Marketing Management
- >> Operations Management
- >> Supply Chain Management

## Hands-on Training

Our professors and lecturers are highly qualified and many of them work in their field of expertise. However, it is not only this factor that guarantees that students are provided with a practice-oriented education. The Steyr campus also offers students the unique opportunity to study and work in close co-operation with more than 200 renowned companies such as BMW, Magna, MAN, Sony and Fischer in the form of enterprise projects, semester-long industrial internships and thesis work.

## Contact

Upper Austria University of Applied Sciences  
School of Management, Steyr Campus

### International Office

Wehrgrabengasse 1–3, 4400 Steyr/Austria  
Phone +43 (0)7252 884-3051, Fax +43 (0)7252 884-3097  
E-mail: [franziska.koeglhaider@fh-steyr.at](mailto:franziska.koeglhaider@fh-steyr.at)  
[www.fh-ooe.at/international](http://www.fh-ooe.at/international)





# Welcome Upper Austria and Steyr

## Upper Austria

Upper Austria is one of nine provinces in Austria, located in the northern part of the country, between Munich and Vienna, Prague and Salzburg. The region offers a highly developed cultural life and urban infrastructure as well as a long history and breathtaking **natural scenery**. Characterized by its diversity, Upper Austria contains the best that Austria has to offer: crystal clear lakes, the rugged mountains of the **Alps**, thermal springs and untouched forests. Historical highlights such as the oldest salt mine in the world in the UNESCO world heritage region of **Hallstatt** stand alongside ultra-modern attractions such as the **Ars Electronica Center** and the world-renowned Museum of the Future in **Linz**. The imperial spa resort of **Bad Ischl**, once the summertime retreat of the Habsburg emperors, and the picturesque backdrop of Gmunden on the **Traunsee** lake with its lakeside castle of Ort are world-famous treasures of the **Salzkammergut** region.



With the romantic city of **Steyr**, which is over a thousand years old, and the city of **Wels**, which has Celtic origins and is today an internationally known location for trade fairs, the region is a stage for modern culture and exciting events.

Upper Austria also has a great variety of food and drink to offer: culinary specialities and independently brewed beer make Upper Austria truly a tasty place to live and study!



[www.upperaustria.at](http://www.upperaustria.at)

## Steyr

Few Austrian cities are as delightful as the historic city of Steyr, which still boasts an almost completely intact medieval centre. Nearly all of the old town has been preserved in its original glory; indeed, Steyr's main square is one of the most beautiful in Europe. Most of its buildings were built during the Gothic period and "modernized" in the Renaissance, Baroque and Rococo periods.

The local economy has always been based on trade and the processing of iron and steel, which may explain why BMW, MAN and SKF Bearings chose to locate in Steyr. The School of Management, which was founded in 1995, works together closely with these and other companies in the area, indeed a significant number of courses are taught by managers from such international companies.

The campus is located in the very centre of Steyr where the river Steyr flows into the Enns. Its many waterways and bridges symbolize the need to reach out to other parts of the world and we are continually meeting this challenge in our international activities here, to which our hundred-plus partner institutions on three continents bear witness.



In keeping with Steyr's industrial history, our main building is a converted former cutlery factory, which has been fully equipped with state-of-the-art technology.

In spite of Steyr's medieval character, there are plenty of opportunities for leisure activities for young people, cosy bars and cafés and many shopping opportunities. [www.tourism-steyr.at](http://www.tourism-steyr.at)



# Global Management Summer School Programme

## Programme Schedule

|                                  |  |
|----------------------------------|--|
| >> Application Deadline:         | 15 <sup>th</sup> February 2010                 |
| >> Arrival and Housing Check in: | 30 <sup>th</sup> May 2010                      |
| >> Classes begin:                | 31 <sup>st</sup> May 2010                      |
| >> Company Visits:               | 31 <sup>st</sup> and 9 <sup>th</sup> June 2010 |
| >> Night Watch Sightseeing Tour: | 2 <sup>nd</sup> June 2010                      |
| >> Upper Austria Tour:           | 3 <sup>rd</sup> June 2010                      |
| >> Final Classes:                | 10 <sup>th</sup> June 2010                     |
| >> Salzburg Trip:                | 11 <sup>th</sup> June 2010                     |
| >> Housing Check out/Departure:  | 12 <sup>th</sup> June 2010                     |

The classes will be held from Monday to Friday, usually starting at 9 pm until 12 pm and from 1 pm to 6 pm (max.).

## Academic Information / Courses

Most of the courses offered are case study oriented and students can choose from different classes/topics during the week. ECTS credit points vary depending on the length of the course and work to be done outside class. ECTS can be easily converted into US credits by simply deviding the amount of ECTS by two. E.g. 2 ECTS stands for 1 US credit.

Please note that the Summer School and individual courses require a minimum enrolment of five students to be offered and some courses can be cancelled if fewer than 5 students are enrolled. Any course cancellation will be posted on the website or applicants will be notified directly.





## Courses offered

### Course details

#### Intercultural Management (1 ECTS)

This course is an introduction to intercultural management. By the end of the course students should be able to:

- >> know the major approaches to intercultural management
- >> reflect on their own intercultural experience with the help of these theories
- >> exchange opinions and approaches with students coming from different value settings/beliefs/cultures
- >> be aware of the danger of prejudices and intercultural misunderstandings – also reflect and question their own set of prejudices
- >> be able to use sources of knowledge about other countries/cultures with a critical spirit

#### Entrepreneurial Finance and Strategic Management – Business Simulation (2 ECTS)

This course is a cap stone course and comprehensive approach to entrepreneurial finance and strategic management. By the end of the course students should be able to:

- >> identify financial challenges entrepreneurs and executives have to deal with
- >> use financial ratios and prepare a company's financial pro-forma statements
- >> develop strategic thinking and skills in strategic analysis
- >> balance conflicting objectives and make decisions in teams
- >> deal with uncertainty and responsibility

#### Preparation:

Students can only attend the class having read the user manual and having prepared an appropriate budgeting spreadsheet! The manual will be sent to the students before the course starts.





## Market Entrance in Europe (0.5 ECTS)

This course is a case-study approach to the practical application of knowledge in marketing tactics. By the end of the course students should be able to:

- >> identify different market situations which demand different marketing-mix decisions
- >> judge the strengths and weaknesses of marketing-mix instruments in specific market situations
- >> implement the right instruments to achieve the marketing objectives
- >> manage marketing budgets and plan tactical marketing efforts
- >> make decisions in teams and synthesize discussion into solution



## Distribution Logistics Outsourcing – Case Study (1.5 ECTS)

By the end of the course the students will have experienced the preparation of a logistics outsourcing proposal with limited customer information under time constraints and should be able to plan and design a distribution operation including warehousing and transport.



## Web 2.0, Enterprise 2.0 and Marketing 2.0 in a Globalized World (1 ECTS)

This course deals with the emerging Web 2.0 technologies in the context of business opportunities in companies. The topics are as follows:

- >> Web 2.0 – fundamentals and basic technologies  
In this section the concepts and fundamentals of Web 2.0 (e.g. Wikis, Weblogs, Mashups, Folksonomies,...) as well as basic technologies like Web services and AJAX are introduced.
- >> Enterprise 2.0

This section covers the inside view of companies: How can Web 2.0 concepts be used inside companies to enhance communication, collaboration and knowledge management? Are Web 2.0 concepts appropriate to support project management and virtual teams?

## >> Marketing 2.0

The previous topic focused on the utilization of Web 2.0 tools inside a company; this topic emphasizes the view at the interface to the customer: How can Web 2.0 tools and concepts be used for marketing purposes?

## International Key Account Management (1.5 ECTS)

This course integrates elements of a lecture with the practical application of tools and instruments used in key account management. The integral parts of the applied case study refer to one of the most successful industrial Upper Austrian companies which can be visited during the Summer School. By the end of the course students should be able to:

- >> know the principles, aims and effects of key account management
- >> judge the different means of identifying strategic customers
- >> apply several instruments for analysing key customers
- >> use various instruments of strategic customer development
- >> identify and establish a key account team

## Material Management & Logistics (1 ECTS)

This 1.5 days course will give a holistic overview of material management and logistics. By the end of the course students should be able to:

- >> understand what processes are and how they are measured
- >> know the most important actions and problems in a supply chain and how they can be influenced
- >> understand the most important processes in material management
- >> understand the SCOR Model
- >> know some tools to influence lead time, stock and costs
- >> know how to analyse inventory
- >> understand the importance of segmentation

A transcript of records listing all courses that you have completed successfully will be sent to you after the programme.



# Global Management Summer School 2010

## Timetable

|       | Sun<br>30 <sup>th</sup><br>May | Mon<br>31 <sup>st</sup><br>May | Tue<br>1 <sup>st</sup><br>June | Wed<br>2 <sup>nd</sup><br>June     | Thu<br>3 <sup>rd</sup><br>June | Fri<br>4 <sup>th</sup><br>June | Sat<br>5 <sup>th</sup><br>June |
|-------|--------------------------------|--------------------------------|--------------------------------|------------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 08.00 |                                | Welcome Meeting                |                                |                                    |                                |                                |                                |
| 09.00 |                                | Intercultural Management       | Intercultural Management       | Entrepreneurial Finance            | Entrepreneurial Finance        | Market Entrance in Europe      |                                |
| 10.00 |                                |                                |                                |                                    |                                |                                |                                |
| 11.00 |                                |                                |                                |                                    |                                |                                |                                |
| 12.00 |                                | Welcome Lunch                  | Lunch Break                    | Lunch Break                        |                                | Lunch Break                    |                                |
| 13.00 |                                | Company Visit BMW              | Intercultural Management       | Entrepreneurial Finance            | Entrepreneurial Finance        | Market Entrance in Europe      |                                |
| 14.00 |                                |                                |                                |                                    |                                |                                |                                |
| 15.00 | Arrival                        |                                |                                |                                    | Upper Austria Trip             |                                |                                |
| 16.00 |                                |                                |                                |                                    |                                |                                |                                |
| 17.00 |                                |                                |                                |                                    |                                |                                |                                |
| 18.00 |                                |                                |                                |                                    |                                |                                |                                |
| 19.00 |                                |                                |                                |                                    |                                |                                |                                |
| 20.00 |                                |                                |                                | Nightwatch City Tour through Steyr |                                |                                |                                |
| 21.00 |                                |                                |                                |                                    |                                |                                |                                |
| 22.00 |                                |                                |                                | Students' Party                    |                                |                                |                                |
| 23.00 |                                |                                |                                |                                    |                                |                                |                                |

| Sun<br>6 <sup>th</sup><br>June | Mon<br>7 <sup>th</sup><br>June  | Tue<br>8 <sup>th</sup><br>June  | Wed<br>9 <sup>th</sup><br>June  | Thu<br>10 <sup>th</sup><br>June   | Fri<br>11 <sup>th</sup><br>June   | Sat<br>12 <sup>th</sup><br>June |
|--------------------------------|---|---|---|---|---|---------------------------------|
|                                | Distribution Logistics Outsourcing<br>Web 2.0, Enterprise 2.0 and Marketing 2.0 in a Globalized World | Distribution Logistics Outsourcing<br>Web 2.0, Enterprise 2.0 and Marketing 2.0 in a Globalized World | International Key Account Management<br>Material Management & Logistics | International Key Account Management<br>Material Management & Logistics |   |                                 |
|                                | Distribution Logistics Outsourcing<br>Web 2.0, Enterprise 2.0 and Marketing 2.0 in a Globalized World | Distribution Logistics Outsourcing  | Lunch Break   |   | International Key Account Management<br>Material Management & Logistics | Salzburg Trip                   |
|                                |   |   | Company Visit voestalpine   |   |   |                                 |
|                                |   |   | Students' Party   |   | Farewell Dinner   |                                 |
|                                |   |   |   |   |   | Departure                       |



## Around your stay in Steyr

### Useful information

#### Company Visits

In order to make your study session in Steyr even more interesting and practice-oriented we offer you company visits to

- >> voestalpine (steel company, global player), which will be part of the course “International Key Account Management”
- >> BMW (production of all diesel engines for BMW cars)

#### Estimated Costs

##### Application fee:

- >> waived for partner universities via agreement
- >> for individual applicants 50 euros

##### Tuition fee:

- >> waived for partner universities via agreement
- >> for individual applicants 500 euros

##### Housing:

- >> 20 euros per night/person in the youth hostel
- >> costs for a single room in pensions are about 40 euros per night/person

##### Meals:

Breakfast is included in the accommodation costs. The campus cafeteria offers a range of meals and snacks and there are some quite inexpensive restaurants close to the campus (lunch e.g. 5–8 euros).

##### Social Programme:

- >> 60 euros for the Upper Austria Trip (3<sup>rd</sup> June 2010)
- >> 50 euros for the Salzburg Trip (11<sup>th</sup> June 2010)

The costs for the flight, transportation to Steyr and accommodation are to be paid by the students themselves.



## Accommodation

Accommodation in the youth hostel or pension will be arranged by the International Office. If you wish to stay in a hotel you can check options at [www.tourism-steyr.at/hotel/en/](http://www.tourism-steyr.at/hotel/en/) and book your own room.

## Travelling to Steyr

The closest airport to Steyr is Linz Airport. We can easily arrange airport transfer for you. A round-trip ticket costs 44 euros if you stay in a pension and 88 euros if you stay in the youth hostel. If you arrive at Vienna Airport you will need to take a train from Vienna (Westbahnhof) to Steyr. The easiest way to get from the airport to the train station is to take the airport bus outside the arrival hall, which will drop you off right in front of the train station (6 euros for a one-way ticket). The train ticket costs about 29 Euros. However, if you plan on travelling in Austria after the summer school as well, it is advisable to get a “VORTEILScard”. This rebate card offers you 50% discount on all train fares. In order to get the “VORTEILScard” you will need to bring one passport sized photo and 19 euros. You can get the “VORTEILScard” at the counter at any train station.

## Social Programme

At the beginning there will be a welcome and orientation programme organized by the International Office. Of course there is more to student life in Steyr than just studying – there are plenty of leisure time activities to pursue here as well.

Especially those interested in sports can find a variety of suitable facilities in and around Steyr. In summer Steyr boasts several public swimming pools. For the more intrepid the river Steyr offers crystal clear but quite cold water to swim in.

The Steyr Campus will organize excursions like the “Nightwatch Sightseeing Tour” in Steyr, a trip to the Salzkammergut region ([www.salzkammergut.at](http://www.salzkammergut.at)), as well as a trip to Salzburg.





## Visas and Permits

**Nationals of EU/EEA countries** do not require a visa. For entry into Austria and residence they need only a valid travel document (passport or identity card).

**Nationals of non-EU/EEA countries** (so-called “third country nationals”) need an entry or residence permit for entry into and residence in Austria. The type of permit depends on the duration and purpose of your stay.

For more detailed information please see:

[www.oead.at/\\_english/austria/entry/](http://www.oead.at/_english/austria/entry/)

## Application

Applicants must submit the following application materials to the International Office of Steyr Campus:

- >> completed enrolment form (no later than 15<sup>th</sup> February 2010)
- >> completed arrival form (no later than 12<sup>th</sup> April 2010)

Please send these forms to:



University of Applied Sciences

FH Oberösterreich, Steyr Campus  
International Office  
Wehrgrabengasse 1–3  
4400 Steyr/Austria  
franziska.koeglhaider@fh-steyr.at  
Fax: +43 (0)7252 884-3097

All application forms are available under:

[www.fh-ooe.at/campus-steyr/international](http://www.fh-ooe.at/campus-steyr/international)



# Steyr Global Management Summer School 2010

## ENROLMENT FORM

Please complete all parts of this application form in BLOCK CAPITALS and in black ink.

### Personal Details:

Mr / Ms

First Name.....

Surname .....

Address .....

City ..... Postal Code.....

Country .....

Nationality ..... Date of Birth .....

Phone..... Fax .....

E-mail:.....

### Academic Details:

Name of home university .....

Current year of study (please tick as appropriate):

1st  2nd  3rd  4th  other .....

Programme of study .....

### Accommodation:

I would like the International Office at Steyr Campus to arrange my accommodation

yes  no

If yes, I would like to stay in:

- Youth hostel (20 euros per night incl. breakfast)
- Pension (approx. 40 euros per night incl. breakfast)

Please send this form (including reverse side) until 15th February 2010 to:  
Fax: +43 7252 884 3097





### Course Details:

I wish to enroll in the following courses:

- Intercultural Management
- Entrepreneurial Finance
- Market Entrance in Europe
- Distribution Logistics Outsourcing
- Web 2.0, Enterprise 2.0 and Marketing 2.0 in a Globalized World
- International Key Account Management
- Material Management & Logistics

I wish to participate in the following trips:

- 31<sup>st</sup> May 2010: voestalpine company visit (free of charge)
- 2<sup>nd</sup> June 2010: Nightwatch Sightseeing Tour (free of charge)
- 3<sup>rd</sup> June 2010: Upper Austria Tour (60 euros)
- 9<sup>th</sup> June 2010: BMW company visit (free of charge)
- 12<sup>th</sup> June 2010: Salzburg Trip (50 euros)

### Declaration

- I confirm that the information given in this form is true, complete and accurate: no information requested has been omitted.
- I understand that payments for accommodation and the social programme must be made by 1<sup>st</sup> May 2010. The costs will not be refunded unless a written/E-mail request is received by 20<sup>th</sup> May 2010. After 20<sup>th</sup> May 2010 no refunds will be given unless medical evidence is provided as proof of being unable to attend.
- I understand that Upper Austria University of Applied Sciences reserves the right to cancel or amend Summer School courses or due to any other unforeseen circumstances, in which case any fees paid will be refunded in full.

.....  
Applicant's signature

.....  
Date

# ARRIVAL FORM

ARRIVAL FORM (to be sent by 12<sup>th</sup> April 2010)

First Name .....

Surname .....

Date of Arrival .....

Time of Arrival .....

Flight No. .... from .....

Date of Departure .....

Time of Departure .....

Flight No. .... to .....

.....  
Applicant's signature Date

## How did you hear about the Steyr Global Management Summer School?

- recommendation
- internet site
- other (please state) .....
- brochure
- home university

Please send this form until 12<sup>th</sup> April 2010 to:  
**Fax: +43 7252 884 3097**





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