



SAM M.
WALTON
COLLEGE of BUSINESS

KARL-FRANZENS UNIVERSITÄT GRAZ

Course equivalency for Austria Study Abroad Program

Marketing Management = MKTG 3433 Principles of Marketing

Contents: This course consists of the following elements: Introducing basic concepts of marketing management, strategic foundations of marketing planning, developing marketing strategies, foundations of marketing research, theoretical foundations of consumer behavior, and strategic decision-making in pricing, communication and distribution, designing marketing organization and controlling.

Marketing Research and Advanced Methods in Market Research

Are BOTH required to = MKTG 4133 Marketing Research Contents: Foundations of market research, primary and secondary research, methods of panel research, methods of ad hoc research, selecting appropriate methods, random selection, introduction to software for market research, research methods for observations, multivariate methods of analysis.

Product Development, Branding and Communication 1 = MKTG 399t JR/SR

Business Elective Contents: This course consists of the following elements: Foundations of communication studies, communication theory of transaction analysis, strategic focus in corporate communications, media planning and foundations of research in effects of communication, laboratory research in communication effects, legal framework of communication strategies.

Product Development, Branding and Communication 2 = MKTG 399t JR/SR

Business Elective Contents: This course consists of the following elements: Foundations of communication studies, communication theory of transaction analysis, strategic focus in corporate communications, media planning and foundations of research in effects of communication, laboratory research in communication effects, legal framework of communication strategies.

Advanced Business Modeling = MKTG 399t JR/SR Business Elective

Contents: Developing awareness of modeling business systems and the digital economy mainly from theoretical and instrumental perspectives. Focus on implementation of market oriented business models. Developing critical attitudes in judging theoretical foundations of business modeling by discussing practical approaches, examples and case studies.

Business Law = NOTR (No Transfer)

Contract Law = NOTR (No Transfer)

History of Money and Capital Markets = FINN 399t JR/SR Business Elective

Content: European money- and capital-markets in the early modern times wars as motors for transactions of money and capital (examples) - a worldwide market arises (revolution of traffic, "world"-trade) - the great entrepreneurs and enterprises in the 19th century - effects of wars in the 20th century- the rich and mighty people in the world (20th century)- money and capital in a bipolarized world (1945 - 1989)- petroleum: the fight for the black gold- free good water?- "Third world"-countries (mortgaging, economic problems, IWF)- "Crashes" in the last decades- money- and capital-markets: Eastern Europe/Russia

Public Finance = FINN 399t JR/SR Business Elective

Content: This course covers the following topics: 1. The public sector in a mixed economy: What it was, what it is, and what it ought to be. Recapitulation: Everyone's guide to the concept of economic efficiency. 2. Public expenditures: Types of public expenditures, efficiency issues, incentives, organizations and mechanisms. 3. Choosing among tax systems: Fairness, efficiency and other issues. 4. Tax incidence. 5. Taxes, subsidies and economic efficiency. The problem of targeting subsidies. 6. Allocating costs: The Ramsey-rule versus the benefit-principle. 7. Understanding the modern approach to privatization and (de) regulation.

Capital Investment Planning = FINN 399t JR/SR Business Elective

Content: Assessment of investment projects considering the following problems: capital rationing, uncertainty, borrowing, taxes, inflation, investment assistance, optimization of utilization period, proper discount rates, adjusted present value method, simulation, real options.

International Finance and Accounting = FINN 399t JR/SR Business Elective

Contents: This course presents the basics of interest rate derivatives and structured interest based financial products that are used in practice. Students will be able to understand interdependencies and developments in these areas, to use and apply them.

Capital Budgeting and Finance = NOTR (No Transfer)**Basics of the Digital Economy 1 = ISYS 399t JR/SR Business Elective**

Content: Information, Organization and Management/ Market Dynamics and Competition * Fundamental Information and Communication Models * The Potential of Information Technology in Developing the Market-driven Organization * Dissolution of Hierarchies * Dissolution of Corporate Boundaries * New Forms of Market Coordination * Corporate strategy and the Internet

Basics of Digital Economy 2 = ISYS 399t JR/SR Business Elective

Content: Developments and trends in information technology - Basics of telecommunication - Internet technologies - Internet security - eBusiness Applications

Methods and Techniques of Individual Information Processing = ISYS 3373 End User Computing

Contents: The goal of the pro-seminar is the intermediation of

knowledge, abilities and skills required for the use of Personal computers during the process of individual information processing. Attention is not only given to the process of resolving business management related problems but also to an introduction to the rules of scientific work, like the correct formal layout of scientific work and an appropriate way of managing literature.

Introduction in Lotus Notes = NOTR (No Transfer)

Business Organization and IT 1 = ISYS 399t JR/SR Business Elective

Content: Organizational design - elements of an organization, goals, methods; Enabling factors of modern IT - implications for the design-options for business processes; Case studies - compare processes with an without modern IT (advantages / disadvantages / costs / benefit for the customer) and management for business processes

Business Organization and IT II (BOI) = ISYS 4263 Information Technology

Strategy Content: Dokumenten Management System (DMS) -Workflow Management System (WFM) -Content Management System (CMS) -Mobile Computing (Wireless LAN, Blue Tooth, ...) -Customer Relationship Management System (CRM) -Groupware System (Bsp.: Lotus Notes Products, ...) -Develop the organizational benefits and organizational effects of such IT-Systems based on case studies