










The Alpen-Adria-Universität Klagenfurt 
is the leading educational and research institute in Carinthia



-  open minded
-  living interculturality
-  without mental boundaries















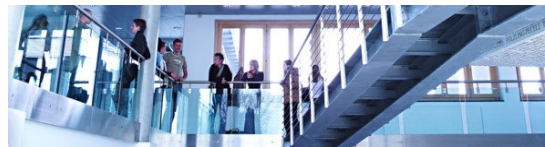
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Facts and Figures

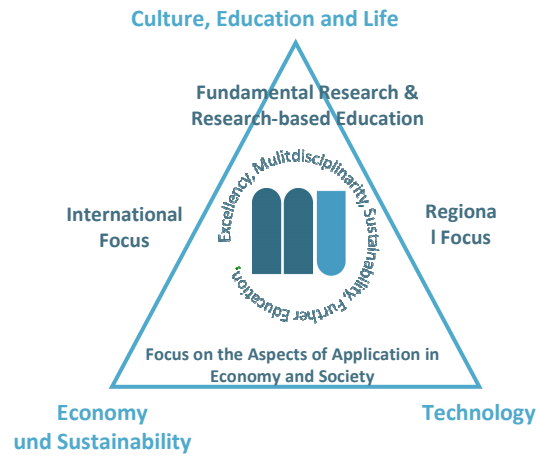
- 10,000 students
- 1,200 employees
- 4 faculties
- Over 130 Erasmus and Joint Study Partners



- Strong in post graduate programmes
- 2008: Foundation of M/O/T: School of Management, Organizational Development and Technology



Profile



A YOUNG UNIVERSITY, A STRONG HISTORY

- 1970 Foundation of the College of Educational Sciences in Klagenfurt
- 1975 Change of name to University for Educational Sciences
- 1993 Change of name to University of Klagenfurt
- 2004 Alpen-Adria-Universität Klagenfurt



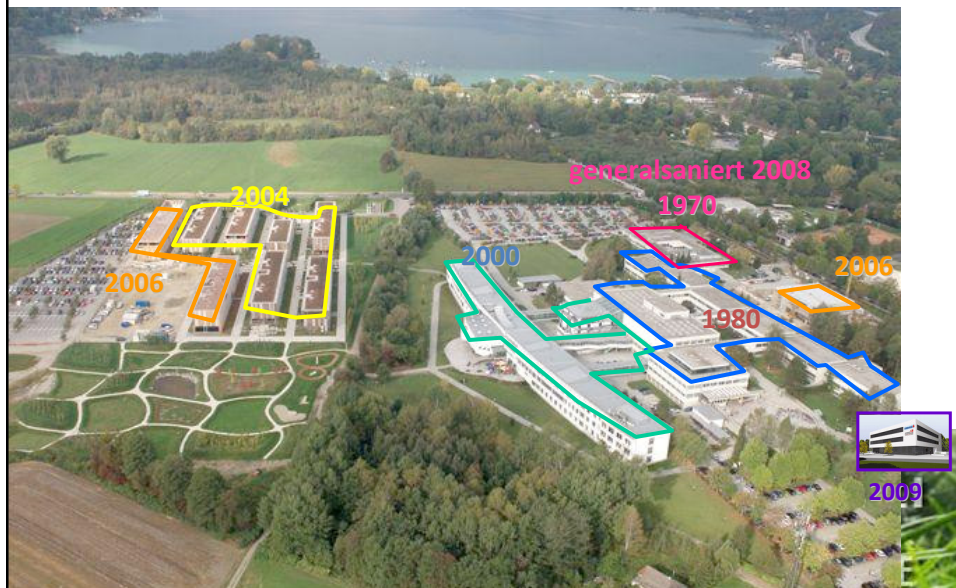
A YOUNG UNIVERSITY, A STRONG HISTORY (2)



- 1970 Foundation of the College of Educational Sciences in Klagenfurt
- 2004 Alpen-Adria-Universität Klagenfurt
The name reflects the university's significance within the Alps-Adriatic region
Interuniversity Institute for Interdisciplinary Studies becomes third faculty
- 2007 Faculty of Technical Sciences
- 2009 Inauguration of Service Building, latest addition to campus infrastructure



CAMPUS INFRASTRUCTURE Development 1970-2010



DEGREE SYSTEM

Degrees are according to the Bologna System

Bachelor

■ Undergraduate: 3 years

Master

■ Graduate: 2 years

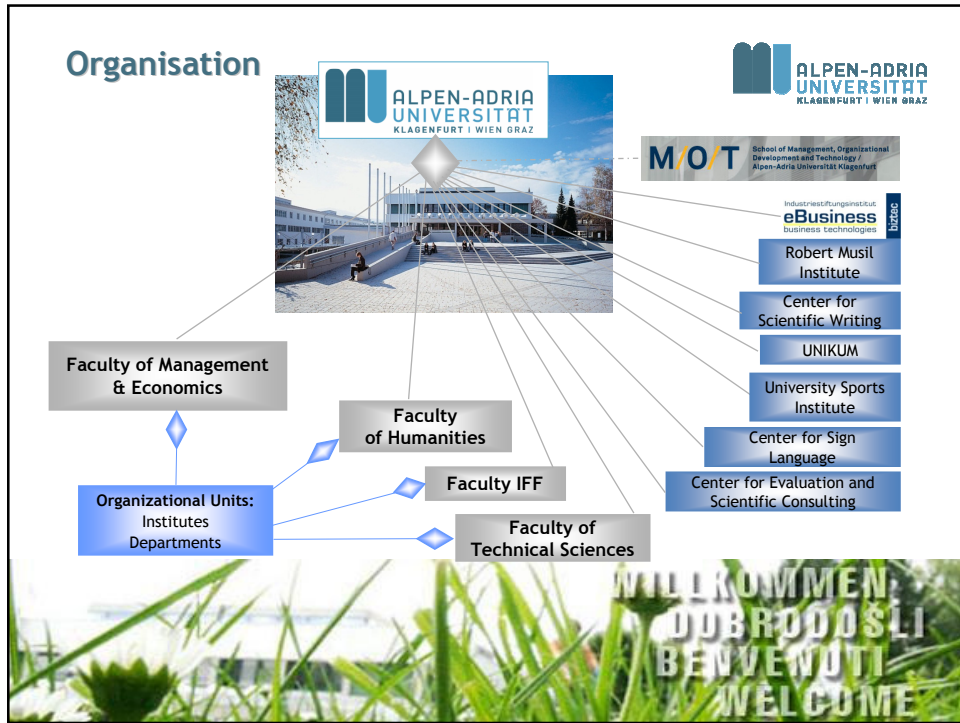
■ Doctorate



BOLOGNA PROCESS

- Easily readable and comparable degrees
Degree system with 2 main cycles: undergraduate and graduate
- ECTS (European Credit Transfer System)
- Promotion of mobility (students, teaching staff, non-academic personnel)
- Quality assurance and development of comparable criteria and methods
- Promotion of European dimension





ALPS-ADRIATIC-REGION: KNOWLEDGES UNITES

Alpen-Adria-Universität ...

- located in Carinthia, Austria's southernmost federal province
- long tradition of cooperation activities and networks with educational and research institutions in Slovenia, Italy and Croatia
- strong relationship to Eastern European countries
- pioneering the intercultural exchange with neighbouring countries

FOUR FACULTIES: A BROAD RANGE - A TIGHT NETWORK (1)



Faculty of Humanities

Trademarks:

- Cross-disciplinary activities
- Applied Culture Studies, Applied Musicology, Intercultural Communication and Education, Gender Research and Multilingualism
- Centre for Peace Research and Peace Education
- Centre for Sign Language
- Robert Musil Institute for Literary Research



Dean Albert Berger



FOUR FACULTIES: A BROAD RANGE - A TIGHT NETWORK (2)



Faculty of Interdisciplinary Studies

Trademarks:

- Focus on social problems and the handling of public goods
- New methodological and disciplinary approaches
- Aim: Sustainability and direct effect on society



Dean Verena Winiwarter



FOUR FACULTIES: A BROAD RANGE - A TIGHT NETWORK (3)



Faculty of Technical Sciences

Trademarks:

- Research on modern information and communication technologies
- Science incubator at the Lakeside Science and Technology Park
- International and regional cooperations



Dean Martin Hitz



FOUR FACULTIES: A BROAD RANGE - A TIGHT NETWORK (4)



Faculty of Management and Economics

Trademarks:

- The „applied“ faculty
- Core subject: Applied Business Administration with focus on the development and management of organisations
- Pioneering research in the field of innovation and business foundation



Dean Erich Schwarz



CAMPUS IMPRESSIONS



WILLKOMMEN
DOBRODOŠLI
BENVENUTI
WELCOME



Faculty of Management and Economics



WILLKOMMEN
DOBRODOŠLI
BENVENUTI
WELCOME

Faculty of Management and Economics:
Mission (1/3)



Mission statement:

„[...] The Faculty of Management and Economics at the Alpen-Adria-Universität Klagenfurt has a focus on applied business management while fostering interdisciplinary links with law, sociology, economics and application-oriented geography. Within these disciplines, the faculty concentrates on areas of research and development, teaching and consultancy work in fields where cultural, business and social factors interact.



Faculty of Management and Economics:
Mission (2/3)



Mission statement:

*It is our mission to constantly strive for **academic excellence in research, teaching and learning**. The faculty recognizes its commitment to **responsible and critical open-minded enquiry, to the diversity of academic opinion, to interdisciplinarity and cooperation between students and staff in research, teaching and administration in a spirit of partnership.***



Faculty of Management and Economics: Mission



Mission statement:

The faculty's overriding goals are

- *excellence in research,*
- *highest standards of teaching and learning in degree programmes and*
- *continuing education as well as*
- *specialist contributions to regional and national development.*

[...]“



Faculty of Management and Economics: History



- **1966:** Project for a ‚business studies college‘ in Klagenfurt
- **From 1983:** Creation and expansion of the „Applied Business Administration“
- **1993:** The name of the university is changed to the University of Klagenfurt; at the same time, a „Faculty of Cultural Studies“ and a „Faculty of Economics, Business Administration and Informatics“ are set up.
- **2004:** The Interuniversity Institute of Interdisciplinary Studies (IFF) becomes the 3rd faculty.
- **2007:** Creation of the Faculty of Technical Studies, the 4th faculty in Klagenfurt. The old Faculty of Economics, Business Administration and Informatics is split up into the „Faculty of Management and Economics“ and the „Faculty of Technical Sciences“



Faculty of Management and Economics:
119 members



Currently at our School:

15 full professors,
10 associate professors,
63 scientific staff members,
10 student assistants,
20 non-academic staff.



Faculty of Management and Economics:
9 departments



Organisation units:

- Department of Geography and Regional Studies
- Department of Law
- Department of Sociology
- Department of Financial Management
- Department of Business Management
- Department of Economics
- Department of Innovation Management and Entrepreneurship
- Department of Production Management and Business Logistics
- Department of Public, Nonprofit and Health Management



Faculty of Management and Economics: degree programmes



Today our Faculty offers:

- BA and MA Applied Business Administration
- MA International Management ← *New! (started WS 2011)*
- BA and MA Geography / Geography and Regional Studies
- BA and MA Information Management (in cooperation with TeWi)
- BA Economics & Law
- MA in Economics & Law (start WS 2012)
- MA in Media Management (start WS 2013)
- Teacher training programme for Geography and Economics
- Doctoral studies in Social Sciences and Economics
- Doctoral studies in Natural Sciences



Faculty of Management and Economics: 12 ULGs



Continuing education courses (WS 2010/11):

- ULG für Export und Internationales Management (*Typ A*)
- ULG für Internationales Management (MAS) (Aufbau-LG zum Export-LG)
- ULG für Controlling
- ULG für Finanzdienstleistung
- ULG Management of Protected Areas (MSc)
- ULG General Management im Gesundheitswesen
- Public, Nonprofit und Health care Management (MBA)
- New Public Management
- Financial Services and Planning (Professional MBA)
- ULG Sport - Gesundheit - Projektmanagement
- ULG Sport, Health and Entrepreneurship (MAS)
- ULG Mehrdimensionale Unternehmensberatung



**Faculty of Management and Economics:
teaching facts**



Students:

- WS 06/07: 2.422 students (100 from abroad)
- WS 07/08: 2.586 students (197 from abroad)
- WS 08/09: 2.678 students (207 from abroad)
- WS 09/10: 2.977 students (240 from abroad)
- WS 10/11: 3.052 students (276 from abroad)



**Faculty of Management and Economics:
teaching facts (2/2)**



Final degrees / alumni:

- StJ 06/07: 197
- StJ 07/08: 286
- StJ 08/09: 401
- StJ 09/10: 383



**Faculty of Management and Economics:
research facts (1/2)**



Publications:

2005: 182 (39 reviewed)
2006: 305 (74 reviewed)
2007: 225 (70 reviewed)
2008: 240 (79 reviewed)
2009: 207 (57 reviewed)
2010: 220 (56 reviewed)



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Alpen-Adria Universität Klagenfurt

**Department of Marketing and International
Management**





Ralf Terlutter
Simone Hochegger
Sonja Grabner-Kräuter
Martin Waiguny
Manuela Pirker
Martina Moick
Sonja Bidmon (parental leave)
Fanny Dobrenova
Sabrina Brauneis
Alexandra Pevny



**Research at the
Department of Marketing & International
Management**





Prof. Dr. Ralf Terlutter

Head of the Department of Marketing and International Management
Vice-Dean of the Faculty of Management and Economics
President of the European Advertising Academy

Research Focus

- International Media and Communications Management
- International Advertising
- Pharmaceutical Advertising
- Advertising and Children



Prof. Dr. Sonja Grabner-Kräuter, Scientific Researcher

Research Focus

- Consumer Trust
- Internet Marketing
- Consumer Behavior on the Internet
- Business Ethics



Dr. Sonja Bidmon (parental leave), Scientific Researcher

Research Focus

- Market Research
- Customer Satisfaction





Dr. Martin K.J. Waiguny, Scientific Researcher

Research Focus

- Advergames and Branded Entertainment
- Theories of Persuasion and Persuasion Knowledge
- Theories of Entertainment
- Marketing & Advertising and Children



MMag. Simone Hochegger, Scientific Researcher

Research Focus

- Employer Branding
 - Qualitative approach
 - Method:
In-depth interviews, focus groups
 - Research question:
What drives employer branding?
 - Quantitative approach
 - Method:
Survey (n = 347)
 - Research question:
How to measure external employer branding





Mag. Martina Moick, Bakk., Scientific Researcher

Research Focus

Health Communication

Web 2.0 and the impact on the Physician-Patient-Relationship

Physician 2.0

- Method:
Survey (n = 287)
Physician e-panel of GfK HealthCare
- Research aim:
Physicians' reasons for professional Internet use and the impact on attitude towards Internet-informed patients and prescribing behavior



Fanny Dobrenova, M.A., Scientific Researcher

Research Focus

Advertising and PR Research in Relation to:

- Food Health Branding
- Functional Foods Marketing





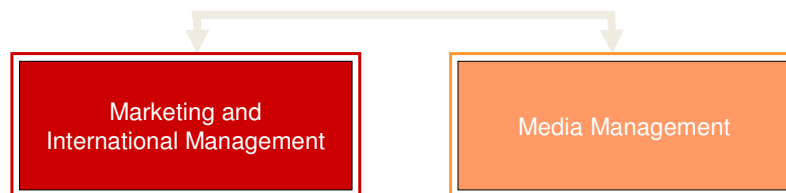
Mag. Sabrina Brauneis, Ph.D. student

Research Focus

- Marketing Towards Children
- Pharmaceutical Advertising, especially its Credibility



Teaching



Forschungs-
schwerpunkte

International Media
and Communication
Management

Consumer Behavior

Business Ethics/
Consumer Trust

Forschungs-
kriterien

- theoretisch fundiert
- empirisch
- anwendungsorientiert
- international
- kooperativ (Unternehmen, Forschung)
- Themen von hoher Aktualität

Publikationen

- Aufbau von USPs in den Forschungsbereichen
- Hochrangige Fachzeitschriften
- Kooperationen mit internationalen Autoren

Einbindung in die
internationale
Forschung

- Forschungsk Kooperationen & Publikationen (z.B. u.a. San Diego State University, Villanova University, University of Urbana-Champaign, Hong Kong Baptist University, University of Bilbao)
- Aufbau von und Engagement in internationalen Forschungsgemeinschaften (z.B. European Advertising Academy; President-Elect)
- Research Committee der American Advertising Academy
- Durchführung von internat. Konferenzen (z.B. 8th ICORIA 2009 in Klagenfurt)



INTERNATIONALITY: Learning without Borders

- Internationality as a cornerstone of the Alpen-Adria-Universität
- Various cross-border cooperations in research and teaching
- Exchange and partner programmes with ca. 130 universities around the world
- Rapidly growing number of international students on campus



Internationalizing the AAU

Internationalization is an important strategic goal of the AAU Klagenfurt

- Degree Programmes (e.g. Master in International Management, Joint Degree Programmes)
- Increase in student exchange (Erasmus, Joint Study, Free movers)
- Increase in faculty exchange (teaching and research)
- Fostering international conference participation
- Hiring policy (all levels)



Possible Collaborations between AAU Klagenfurt and Autonomous University Madrid on student level

- Existing Erasmus partnership (Bachelor and Master)
- Faculty exchange (teaching at partner university)
- Joint Degree Program Madrid - Klagenfurt





Master's Degree Program „International Management“



- **4 Semester Master's Degree Program (M.Sc.)**
- **120 Credits**
- **35 students**
- **Prerequisites and formal application requirements**
 - **Interest in business processes and international development**
 - **Willingness to acquire intercultural skills**
 - **Bachelor's degree**
 - **Basic business administration skills**
 - **Proof of English language skills, level C1**



Study Abroad Opportunities

Excursion

1-2 days in SEE (in 2011/12 Slovenia)

Short Term Study Abroad

2 weeks at a SEE/CEE university
Zadar/Mostar/Zagreb 2012

Full Semester Abroad

Full academic semester at the hosting university



Page * 59

iU
Institut für
Unternehmensführung

NEW Master's Degree Program „International Management“

**ALPEN-ADRIA
UNIVERSITÄT**
KLAUFURTY | WISH GRAY

1. Semester start: October 2011

- Principles of International Business, 4 ECTS
- International Marketing, 6 ECTS
- International Entrepreneurship and Innovation Management, 6 ECTS
- International Financial Accounting, 6 ECTS
- Cultural Skills in SEE ad CEE (incl. Study Exkursion), 5 ECTS

2. Semester

- Principles of Law, 2 ECTS
- International Marketing, 3 ECTS
- International Entrepreneurship and Innovation Management, 3 ECTS
- International Financial Accounting, 3 ECTS
- Electives I:
Specialisation in Int. Management, 6 ECTS
- Cultural Skills in SEE ad CEE (incl. Study Exkursion), 10 ECTS

3. Semester

- Global Cultural Skills, 6 ECTS
- Study Abroad (Full Semester), 18 ECTS
- Options, 6 ECTS

4. Semester

- Master Thesis, 24 ECTS
- Research Seminar, 18 ECTS
- Examination Before a Committee

- 4 semester Master's Degree
- Taught in English
- Focus on SEE and CEE
- Open to business and non business students
- Details: www.aau.at/im

ALL KROWMEN,
DOBRODOSLI
BENVENUTI
WELCOME

**Planned Double Degree Program
with Ecole Supérieure de Commerce
La Rochelle**

- Interested students study in Klagenfurt and La Rochelle
- First semester at home university; 2. + 3. at partner university; 4. home
- English classes; classes in local language are possible, too
- Master theses are supervised by Klagenfurt and La Rochelle faculty

- Students earn the degree of the home university and the equivalent of the host university (one degree, but from both universities)

- 2 to 3 students from Klagenfurt expected
- 2 to 3 students from La Rochelle expected



**Possible Collaborations between
AAU Klagenfurt and Autonomous University Madrid
on student level**

- Existing Erasmus partnership (Bachelor and Master)
- Faculty exchange (teaching at partner university)
- Joint Degree Program Madrid - Klagenfurt



Thank you very much for your attention!

