

Curriculum for the Bachelor's degree programme "**Language – Business – Culture (French, Italian, Portuguese, Spanish, Polish, Russian, Czech)**" at the University of Salzburg
(Version 2021)

The following translation does not constitute a legal document. Only the German-language text of the curriculum published in the special issue (*Mitteilungsblatt*) of the University of Salzburg (No. 87, Academic Year 2020/2021, 26 March 2021, 40) has legal validity.

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Legal notice

In its meeting on 16 March 2021, the Senate of the Paris Lodron University Salzburg formally approved the curriculum for the Bachelor's Degree Programme "Language – Business – Culture (French, Italian, Portuguese, Spanish, Polish, Russian, Czech)" (German abbreviation SWK for "Sprache – Wirtschaft – Kultur"), which was adopted by the responsible Curricular Commission of the University of Salzburg in the session of 8 February 2021 in the following version.

The legal basis is the Austrian Federal Act on the Organisation of Universities and their Programmes of Study (Universitätsgesetz 2002 - UG), Federal Law Gazette I No. 120/2002 and the legal section of the statutes of the University of Salzburg in the currently valid version. Knowledge of Latin is not required for the Bachelor's programme "Language – Business – Culture".

§ 1 General provisions

(1) The total scope of the Bachelor's programme "Language – Business – Culture" is 180 ECTS credits. This corresponds to a planned duration of study comprising 6 semesters.

(2) Graduates of the Bachelor's programme "Language – Business – Culture" shall be awarded the academic degree "Bachelor of Arts", abbreviated "BA".

(3) ECTS credits are awarded for all the work to be completed by students. One ECTS credit corresponds to 25 hours of work and describes the average workload required to achieve the expected learning outcomes. The workload of an academic year is equivalent to 1500 hours of work, which corresponds to the allocation of 60 ECTS credits.

(4) Students with disabilities and/or chronic illnesses shall not be disadvantaged in any way in their studies. The principles of the UN Convention on the Rights of Persons with Disabilities, the Austrian Federal Act on Equal Treatment and the principle of compensation of disadvantages apply.

§ 2 Overview of the degree programme and professional skills to be acquired

(1) Overview of the degree programme

The Bachelor's programme "Language – Business – Culture" consists of a language and culture component chosen from either the Romance or the Slavic languages and cultures, a business component that is identical for all students, and unifying or integrating components as well as components of practical relevance.

"Language – Business – Culture" imparts, as part of an academic career training programme, comprehensive skills and knowledge in the chosen language (French, Italian, Portuguese or Spanish or Polish, Russian or Czech), the literature and cultures of the Romance-speaking or Eastern and Western Slavic language region and combines these skills with a solid foundational instruction in the core subjects of business administration and economics. In addition, students expand their expertise in three possible specialisations (strategic management, operational finance and taxation, financial markets and financial services) as part of the business management specialisation. In the context of international aspects of business, intercultural competence and responsibility in global thinking and action are taught. Furthermore, there is a focus on interdisciplinary work, which makes synergetic use of the academic and career-relevant potential of both

Romance/Slavic studies and business administration. In addition, as a result of academic instruction in Romance or Slavic languages, literature and cultural studies as well as in the economic core and specialisation subjects, students are taught the ability to think creatively, to analyse and systematically grasp complex cultural issues and economic national and international problem areas and to carry out independent academic research.

(2) Professional skills and competencies (learning outcomes)

Graduates of the Bachelor's programme "Language – Business – Culture"

- have a command of the chosen language in listening, reading, speaking and writing abilities of at least the B2 level (Slavic languages) or C1 level (Romance languages) (according to the CEFR).
- are able to describe, analyse and critically reflect the historical development and current functioning of the chosen languages on an academic level;
- are familiar with the historical as well as the current variety of cultural, literary and media-related forms of expression in the chosen language area, are able to describe, analyse and critically reflect on these forms of expression on an academic level, and are able to contribute to current discussions on cultural, social and economic issues, both in German and in the chosen foreign language, on an academic level, both in spoken and written form;
- can relate their knowledge of the cultures within the target language countries to their own living environment and professional activities;
- are aware of the linguistic and cultural heterogeneity of modern societies characterised by migration processes and the associated potential for resources and conflict, and can contribute their expertise in a productive as well as critical manner;
- are sensitised to gender issues, know gender-relevant research approaches, know how to apply these critically and are keen to promote gender equality;
- possess sound foundational knowledge in business administration, which forms the basis for critical reflection and practical skills and can be applied in key positions in various areas of business;
- are able to apply their deepened knowledge to specific questions pertaining to decision fields in business administration;
- are able to independently develop solutions for problems in business administration and implement these in practice;
- can critically analyse and evaluate decisions of quantitative and qualitative business management, taking into account culture, organisation and market;
- acquire the methods that enable them to independently assess and solve economic problems in a national and international context;
- master skills for solving challenges arising from the Europeanisation and globalisation of the economy, particularly in the context of managing businesses in an international context and in an intercultural environment;
- should be able to solve complex business problems in a national and international context;
- possess differentiated, creative and critical knowledge of cultural, social and economic processes, are capable of a comparative perspective and possess a high level of intercultural competence;
- possess creative and innovative competence in description, analysis and problem-solving, providing qualifications for subsequent academic career paths.

(3) Importance and relevance of the degree programme for society, the academic community and the labour market

The Bachelor's programme "Language – Business – Culture" forms the basis for subsequent Master's programmes in the field of Romance or Slavic Studies and in the field of Economics and other thematically related Master's programmes. Graduates of the Bachelor's programme "Language – Business – Culture" are qualified for the following career fields or areas of activity, among others:

- Management in business administration;
- Management consulting;
- Human resources management;
- Culture management;
- Media and public relations;
- Publishing and press sectors;
- Journalism or business journalism;
- Advertising sector;
- International organisations;
- Tourism;
- Tax consultancy or auditing;
- Finance and bank management;
- Research and science in the university and non-university sector.

§ 3 Structure of the programme

The Bachelor's programme "Language – Business – Culture" contains an Introductory and Orientation Phase (German abbreviation: STEOP) in the first semester amounting to 8.5 ECTS credits.

The Introductory and Orientation Period consists of the following four courses:

- Lecture – Overview of Cultures of Romance-Speaking Regions or Overview of Slavic Cultural History (2 ECTS credits)
- Lecture – Introduction to Business Administration (3 ECTS credits);
- Lecture – Career Fields (overview) (2 ECTS credits);
- Lecture – Marketing (1.5 ECTS credits)

The positive completion of the Introductory and Orientation Phase (STEOP) is a prerequisite for the completion of all further courses of the degree programme. By way of exception, further courses and examinations to the extent of 22 ECTS credits may be taken before the full completion of the Introductory and Orientation Phase. The following courses and examinations may be selected accordingly, whereby the requirements pursuant to § 12 must be observed within the eligible courses:

Romance Studies:

- Lecture – Introduction to Romance Linguistics and Literary Studies (4 ECTS credits)
- Language placement test F//P/S (1 ECTS credit)
- Exercise - Français/Italiano/Português/Español 1 (4 ECTS credits)

- Exercise - Français/Italiano/Português/Español 2 (4 ECTS credits)
- Proseminar – Romance Literary Studies Introductory Course (Propädeutikum) (3 ECTS credits)
- Proseminar – Romance Linguistics Introductory Course (Propädeutikum) (3 ECTS credits)
- Lecture – Language History F/I/P/S (2 ECTS credits)
- Lecture – History of Literature F/I/P/S (2 ECTS credits)
- Lecture – Introduction to Cultural Studies F/I/P/S (2 ECTS credits)
- Exercise - Français/Italiano/Português/Español (4 ECTS credits)
- Exercise - Français/Italiano/Português/Español (4 ECTS credits)

Slavic Studies:

- Proseminar – Introduction to Literary Studies (2 ECTS credits)
- Proseminar – Introduction to Linguistics (2 ECTS credits)
- Lecture – Overview of Slavic Languages (2 ECTS credits)
- Language course – Language Course I (10 ECTS credits)
- Language course – Language Course II (10 ECTS credits)
- Language course – Language Course III (6 ECTS credits)
- Language course – Language Course IV (6 ECTS credits)

and all courses of the Module SWK 10.

(2) The Bachelor's programme "Language – Business – Culture" comprises 8 compulsory modules and 8 restricted elective modules for which 155 ECTS credits are awarded. The compulsory modules must be taken by all students, the restricted elective modules SWK R2 to SWK R8 or SWK S2 to SWK S8 depend on the chosen language, the compulsory elective module SWK 16 must be chosen from the modules specified in § 6. In addition, 12 ECTS credits must be obtained from free electives. The Bachelor's thesis in Romance Studies/Slavic Studies comprises 8 ECTS credits (see § 8 (3)), in Economics 5 ECTS credits (see § 8 (6)). The oral Bachelor's examination comprises 3 ECTS credits; it forms part of the Combined Module SWK 15.

General Introduction

	ECTS
Module SWK 1: Introduction (STEOP)	8.5

Restricted elective modules I: French/Italian/Portuguese/Spanish

	ECTS
Module SWK R2: Principles of Romance Studies	10
Module SWK R3: Principles: Language and Cultural Area	15
Module SWK R4: Intermediate Language Proficiency	10
Module SWK R5: Intermediate Linguistics	8
Module SWK R6: Intermediate Literary Studies	8
Module SWK R7: Advanced Linguistics and Literary Studies	9
Module SWK R8: Advanced Language Proficiency	8

Or

Restricted elective modules II: Polish/Russian/Czech

	ECTS
Module SWK S2: Principles of Slavic Studies	4
Module SWK S3: Principles: Language and Cultural Area	22
Module SWK S4: Intermediate Language Proficiency	12
Module SWK S5: Intermediate Linguistics	6
Module SWK S6: Intermediate Literary Studies	6
Module SWK S7: Advanced Linguistics and Literary Studies	6
Module SWK S8: Advanced Language Proficiency	12

Compulsory modules in business administration and cross-disciplinary component

	ECTS
Module SWK 9: Methods of Economic Science	8
Module SWK 10: General Business Administration (German abbreviation: ABWL) I: Market-Oriented Business Management	7.5
Module SWK 11: ABWL II: Financial Business Management	9
Module SWK 12: ABWL III: Financial Accounting	7
Module SWK 13: International Business Management	12
Module SWK 14: Practical Orientation / Career Skills	17
Combined Module SWK 15: Language – Business – Culture + Bachelor's examination	8
Restricted elective module SWK 16: Business Administration Concentration	10
Free electives	12
Bachelor theses: Romance Studies/Slavic Studies (Seminar Linguistics or Literary Studies) and Economics (Seminar Business Administration Concentration)	13
Total	180

(3) An approved excursion (EX) to a country in the Romance-Speaking Regions or Slavia can be credited as a linguistics or literary studies seminar if at least 5 ECTS credits are allocated to the excursion, at least one of the persons leading the excursion has been awarded a habilitation and a presentation is given and a written paper (comparable to a term paper) is completed in the course of the excursion.

§ 4 Course types

The degree programme comprises the following types of academic instruction:

Lecture (German abbreviation VO) provides an overview of a subject or sub-disciplines of that subject, as well as of their theoretical approaches, and presents different teaching approaches and methods. The course content is primarily conveyed in presentation style. Lectures do not feature continuous-assessment and attendance is not compulsory.

Lecture with exercise component (German abbreviation VU) combines the theoretical introduction to a specific field with the conveyance of practical skills. Lectures with exercise component do not feature continuous-assessment and attendance is not compulsory.

Exercise (German abbreviation UE) aims at acquiring, testing and perfecting practical skills and knowledge of a subject or one of its sub-disciplines. Exercises feature continuous-assessment and attendance is compulsory.

Exercise with lecture component (German abbreviation UV) combines the theoretical introduction to a specific field with the conveyance of practical skills, whereby the exercise component is predominant. Exercises with lecture component feature continuous-assessment and attendance is compulsory.

Proseminar (German abbreviation PS) is an academic course and forms the preliminary stage to seminars. In practical as well as theoretical work, basic knowledge and skills in academic work are imparted with the active participation of the students. Proseminars feature continuous-assessment and attendance is compulsory.

Seminar (German abbreviation SE) is a course of advanced academic study. It aims to deepen students' knowledge as well as to discuss and reflect on academic topics on the basis of active participation by the students. Seminars feature continuous-assessment and attendance is compulsory.

Basic course (German abbreviation GK) is an introductory course in which the content of examination subjects is taught in a didactically structured form that enables the students to acquire as much of the content as possible independently. Basic courses feature continuous-assessment and attendance is compulsory.

Language course (German abbreviation SK) aims to acquire and deepen language skills through the active participation of students. Language courses feature continuous-assessment and attendance is compulsory.

Excursion (German abbreviation EX) aims to convey and illustrate in-depth knowledge outside the university. Excursions feature continuous-assessment and attendance is compulsory.

§ 5 Required courses and plan of study

The modules and courses of the Bachelor's programme "Language – Business – Culture" are listed below. Following the recommended semesters ensures that the sequence of courses builds optimally on previous knowledge and that the annual workload does not exceed 60 ECTS credits. Modules and courses may also be taken in a different order, provided that no prerequisites have been defined pursuant to § 12.

Detailed descriptions of the modules, including the knowledge, methods and skills to be conveyed, can be found in Annex I: Module descriptions.

Bachelor's degree programme "Language – Business – Culture"										
Module	Course	Hours per week	Type	ECTS	Semester with ECTS credits					
					I	II	III	IV	V	VI
General Introduction										
Module SWK 1: Introduction (STEOP)										
SWK 1.1	Cultures of Romance-Speaking Regions (STEOP) or Overview of Slavic Cultural History (STEOP)	1	VO	2	2					
SWK 1.2 Introduction to Business Administration (STEOP)	2		VO	3	3					
SWK 1.3 Career Fields (STEOP)	1		VO	2	2					
SWK 1.4 Marketing (STEOP)	1		VO	1.5	1.5					
Subtotal Module SWK 1	5			8.5	8.5					
Restricted Elective Module I French/Italian/Portuguese/Spanish										
Module SWK R2: Principles of Romance Studies										
SWK R2.1 Introduction to Romance Linguistics and Literary Studies	2		VO	4	4					
SWKR 2.2 Romance Literary Studies Introductory Course (Propädeutikum)	2		PS	3	3					
SWK R2.3 Romance Linguistics Introductory Course (Propädeutikum)	2		PS	3	3					
Subtotal Module SWK R2	6			10	10					
Module SWK R3: Language and Cultural Area										
SWK R3.1 Français/Italiano/Português/Español 1	4		UE	4	4					
SWK R3.2 Français/Italiano/Português/Español 2	4		UE	4		4				
SWK R3.3 Oral Fluency and Pronunciation Training (F/I/P/S)	2		UE	2		2				
SWK R3.4 Introduction to Cultural Studies (F/I/P/S)	2		VO	2		2				
SWK R3.5 Economy and Society (Cultural Studies - special topic) (F/I/P/S)	2		UV	2		2				
SWK R3.6 Language placement test (F/I/P/S)	--		ET	1	1					
Subtotal Module SWK R3	14			15	5	10				

Module SWK R4: Intermediate Language Proficiency									
SWK R4.1 Français/Italiano/Português/Español 3	4	UE	4		4				
SWK R4.2 Français/Italiano/Português/Español 4	4	UE	4			4			
SWK R4.3 Business Language 1 (F/I/P/S)	2	UV	2			2			
Subtotal Module SWK R4	10		10		4	6			
Modul SWK R5: Intermediate Linguistics									
SWK R5.1 Language History (F/I/P/S)	2	VO	2		2				
SWK R5.2 Principles of Linguistics (F/I/P/S)	2	PS	3		3				
SWK R5.3 Linguistics: Thematic Focus (F/I/P/S)	2	PS	3			3			
Subtotal Module SWK R5	6		8		5	3			
Module SWK R6: Intermediate Literary Studies									
SWK R6.1 History of Literature (F/I/P/S)	2	VO	2			2			
SWK R6.2 Literary Studies: Reading Course (F/I/P/S)	2	PS	3			3			
SWK R6.3 Literary Studies: Thematic Focus (F/I/P/S)	2	PS	3		3				
Subtotal Module SWK R6	6		8		3	5			
Module SWK R7: Advanced Linguistics and Literary Studies									
SWK R7.1 Advanced Linguistics (F/I/P/S)	2	VU	2					2	
SWK R7.2 Advanced Literary Studies (F/I/P/S)	2	VU	2				2		
SWK R7.3 Linguistics or Literary Studies (F/I/P/S)	2	SE	5				5		
Subtotal Dodule SWK R7	6		9				7	2	
Module SWK R8: Advanced Language Studies									
SWK R8.1 Translation (from target language into German) (F/I/P/S)	2	UE	2				2		
SWK R8.2 Advanced Grammar and Translation (into target language) (F/I/P/S)	2	UE	2				2		
SWK R8.3 Writing Skills (F/I/P/S)	2	UE	2					2	
SWK R8.4 Business Language 2 (F/I/P/S)	2	UV	2				2		
Subtotal Module SWK R8	8		8				6	2	

Or

Restricted Elective Module II Polish/Russian/Czech									
Module SWK S2: Principles of Slavic Studies									
SWK S2.1 Introduction to Literary Studies	2	PS	2		2				
SWK S2.2 Introduction to Linguistics	2	PS	2		2				
Subtotal Module SWK S2	4		4		4				

Module SWK S3: Language and Cultural Area									
SWK S3.1 Language Course I (Russian/Polish/Czech)	6	SK	10	10					
SWK S3.2 Language Course II (Russian/Polish/Czech)	6	SK	10		10				
SWK S3.3 Economy and Society	2	UV	2	2					
Subtotal module SWK S3	14		22	12	10				
Module SWK S4: Intermediate Language Studies									
SWK S4.1 Language course III (Russian/Polish/Czech)	4	SK	6		6				
SWK S4.2 Language course IV (Russian/Polish/Czech)	4	SK	6			6			
Subtotal Module SWK S4	8		12		6	6			
Module SWK S5: Intermediate Linguistics									
SWK S5.1 Systematic and Historical Aspects of Linguistics	2	PS	3			3			
SWK S5.2 Selected Topics in Linguistics	2	UV	3		3				
Subtotal Module SWK S5	4		6		3	3			
Module SWK S6: Intermediate Literary Studies									
SWK S6.1 Systematic and Historical Aspects of Literary Studies	2	PS	3			3			
SWK S6.2 Selected Topics in Literary Studies	2	UV	3		3				
Subtotal Module SWK S6	4		6		3	3			
Module SWK S7: Advanced Linguistics and Literary Studies									
SWK S7.1 Reading of Academic Texts	2	UE	2				2		
SWK S7.2 Overview of Literature	2	VO	2				2		
SWK S7.3 Overview of Slavic Languages	2	VO	2					2	
Subtotal Module SWK S7	6		6				4	2	
Module SWK S8: Advanced Language Studies									
SWK S8.1 Language Course V (R) /Advanced Course (P/C) (Business Language)	4	SK	6				6		
SWK S8.2 Language Course VI (R) /Advanced Course (P/C)	2	SK	3					3	
SWK S8.3 Business Language (R/P/C)	2	PS	3					3	
Subtotal Module SWK S8	8		12				6	6	

Compulsory modules in Business Administration and cross-disciplinary modules

Module SWK 9: Methods of Economic Science									
SWK 9.1 Introduction to Academic Research	2	GK	3		3				
SWK 9.2 Principles and Methods of Empirical Research	3	GK	5			5			
Subtotal Module SWK 9	5		8		3	5			
Module SWK 10: ABWL I: Market-oriented Business Management									
SWK 10.1 Organisation, Human Resources and Management	1	VO	1.5	1.5					
SWK 10.2 Organisation, Human Resources and Management	2	PS	3	3					
SWK 10.3 Marketing	2	PS	3	3					
Subtotal Module SWK 10	5		7.5	7.5					
Module SWK 11: ABWL II: Financial Business Management									
SWK 11.1 Investment and Financing	1	VO	1.5		1.5				
SWK 11.2 Investment and Financing	2	PS	3		3				
SWK 11.3 Accounting	1	VO	1.5		1.5				
SWK 11.4 Accounting	2	PS	3		3				
Subtotal Module SWK 11	6		9		9				
Module SWK 12: ABWL III: Financial Accounting									
SWK 12.1 Balancing and Accounting Policy	1	VO	1.5		1.5				
SWK 12.2 Balancing and Accounting Policy	2	PS	3		3				
SWK 12.3 Balance Sheet Analysis and Accounting Policy	1	VO	1			1			
SWK 12.4 Balance Sheet Analysis and Accounting Policy	1	PS	1.5			1.5			
Subtotal Module SWK 12	5		7		4.5	2.5			
Module SWK 13: International Business Management									
SWK 13.1 Introduction to Economics	2	VO	3				3		
SWK 13.2 International Management	4	VU	6						6
SWK 13.3 Intercultural Management	2	VU	3						3
Subtotal Module SWK 13	8		12				3		9
Module SWK 14: Practical Orientation / Career Skills									
SWK 14.1 Presentation Skills	1	UE	1			1			
SWK 14.2 Management in the Cultural and Language Sectors	2	UE	2			2			
SWK 14.3 Business English	2	SK	3				3		
SWK 14.4 Compulsory Work Placement	8 Weeks		11			6	5		
Subtotal Module SWK 14	5 + Internship		17			9	8		

Combined Module SWK 15: Language – Business – Culture									
SWK 15.1 Interdisciplinary Seminar	2	SE	5					5	
SWK 15.2 Bachelor's examination			3						3
Subtotal Module SWK 15			8					5	3
Total compulsory modules (with Romance language)									
			145	31	26.5	28.5	22	21	16
Total compulsory modules (with Slavic language)									
			145	28	30.5	28.5	20	18	20
(2) Restricted elective module (SWK 16) as per § 6									
Business Administration Concentration 6			10				7	3	
Total restricted elective module	6		10				7	3	
(3) Free electives (with Romance language)									
			12		2.5	1.5	1	1	6
(3) Free electives (with Slavic language)									
			12	1.5		1.5	3	4	2
(4) Bachelor's Theses									
Bachelor's Thesis Romance Studies/Slavic Studies (Linguistics or Literary Studies, cf. § 8 (3))	2	SE	8						8
Bachelor's Thesis Specialised Topics in Business Administration (cf. § 8 (6))	2	SE	5					5	
Total Bachelor's Theses			13					5	8
Final totals									
			180	60		60		60	

§ 6 Catalogue of restricted elective modules in Business Administration

The Bachelor's programme "Language – Business – Culture" comprises the following restricted elective modules "Specialised Topics in Business Administration", of which 1, 2 or 3 must be completed in full.

Restricted elective module	Course	Hours per week	Type	ECTS	Semester with ECTS credits					
					I	II	III	IV	V	VI
Specialised Topics in Business Administration										
Restricted Elective Module 1 Strategic Business Management										
Strategic Management I	Business	2	VO	3				3		
Strategic Management II	Business	2	VO	3					3	
Strategic Management	Business	2	UV	4				4		
Total Restricted Elective Module 1		6		10				7	3	

Restricted Elective Module 2 Business Finance and Taxes									
Business Finance and Taxes I	2	VO	3				3		
Business Finance and Taxes II	2	VO	3					3	
Business Finance and Taxes	2	UV	4				4		
Total Restricted Elective Module 2	6		10				7	3	
Restricted Elective Module 3 Financial Markets und Financial Services									
Financial Markets	2	VO	3				3		
Financial Services	2	VO	3					3	
Financial Markets and Financial Services	2	UV	4				4		
Total Restricted Elective Module 3	6		10				7	3	

§ 7 Elective courses

(1) In the Bachelor's programme "Language – Business – Culture", students are required to complete courses of their choice amounting to 12 ECTS credits. These can be freely selected from the course offerings of all recognised post-secondary educational institutions and serve the acquisition of additional qualifications as well as the individual setting of focuses within the degree programme.

(2) If the chosen courses have an inherent subject-related connection amounting to 12 ECTS credits, the electives can be named as an "elective module" in the Bachelor's degree certificate.

(3) In the absence of any prior knowledge of accounting, it is recommended that students take the course "Accounting" as part of the free electives.

(4) Furthermore, it is recommended that students attend relevant courses within the framework of the free electives, in which topics relevant to the chosen language area are covered, from the fields of geography and geology, history, communication studies, art, music and dance studies, linguistics, philosophy, political science and sociology.

§ 8 Bachelor's theses

(1) Bachelor's theses are academic papers which are written independently within the context of a course and are assessed together with the course.

(2) In the Bachelor's programme "Language – Business – Culture", two Bachelor's theses must be written, one in Romance Studies or Slavic Studies (8 ECTS credits) and one in Economics (5 ECTS credits).

(3) The Bachelor's thesis in Romance or Slavic Studies must be written within the context of a linguistics or literary studies seminar (2 hours per week, 8 ECTS credits). The Bachelor's thesis in Romance Studies must be written in linguistics if a seminar in literary studies was taken in Module SWK 7; it must be written in literary studies if a seminar in linguistics was taken in Module SWK 7. The Bachelor's thesis in Slavic Studies can be freely chosen.

(4) It is recommended that the Bachelor's thesis in Romance Studies be written within the context of a seminar that is offered in the chosen foreign language.

(5) The Bachelor's thesis in Romance Studies must be written in the chosen language. The Bachelor's thesis in Romance or Slavic Studies must have a minimum length of 75,000 but a maximum of 100,000 characters (each including spaces) of continuous text; this does not include the standard components of an academic paper (bibliography, appendix etc.) which the thesis must also contain.

(6) The Bachelor's thesis in Business Administration is to be written within the context of the seminar Business Administration Concentration (2 hours per week, 5 ECTS credits) in accordance with the chosen restricted elective module (SWK 16) from Business Administration Concentration as per § 6 (Strategic Business Management, Business Finance and Taxes or Financial Markets and Financial Services). The competencies acquired in the elective modules from Business Administration Concentration are to be applied and consolidated in the Bachelor's thesis.

(7) The length of the Bachelor's thesis in Economics shall be 30 pages (DIN A4, font size 12, line spacing 1.5) as an approximate value.

§ 9 Internship

(1) In the Bachelor's programme "Language – Business – Culture", a relevant and compulsory work placement of 8 weeks in full-time employment (this corresponds to 11 ECTS credits) must be completed. This placement serves to apply the knowledge and skills acquired in the degree programme. It can be completed in one or two sections; if it is completed in two sections, each must last at least two weeks.

(2) The work placement is in principle to be completed outside the university in institutions recognised by the governing body responsible for study matters. Prior to commencement, the work placement and the chosen institution must be submitted to the governing body, which will decide on approval of the work placement. After completion of the work placement, a certificate is to be submitted to the governing body.

(3) If, in justified cases, it is not possible to complete the work placement outside of the university, students may, subject to the university's resources and with the approval of the governing body responsible for study matters, acquire certification of work placement by participating in research projects at the university.

(4) Students with disabilities and/or chronic illness shall receive support from the university (DE disability & diversity) in the area of work placement experience. Should it not be possible to obtain a work placement in the eligible work experience areas due to restrictive infrastructure (e.g. physical and infrastructural barriers), students with disabilities and/or chronic illnesses will be given an alternative opportunity to fulfil this part of the curriculum.

(5) It is recommended to complete the work experience placement in a country where the chosen language is a national or official language.

The following qualifications, among others, can be acquired within the context of career-oriented work placement:

- Application of the obtained subject-specific competencies in a professional context;

- Familiarisation with scenarios where academic concepts are applied;
- Acquisition of soft skills (including teamwork, communication skills, planning skills) in a professional context;
- Improving competencies in the chosen language.

§ 10 Study abroad

Students of the Bachelor's programme "Language – Business – Culture" are strongly encouraged to spend one or two semesters abroad in a country where their chosen language is a national or official language, within the framework of existing European mobility programmes, but also through existing partnership agreements with non-European universities (especially in Latin America and Russia). Semesters 4 and 5 of the degree programme are particularly suited for this purpose. The recognition of courses (including Bachelor's theses) completed during studies abroad is carried out by the responsible governing body responsible for study matters. The documents required for the assessment are to be submitted by the applicant.

It is ensured that semesters abroad shall not impede the progress of studies if the following conditions are met:

- courses amounting to at least 30 ECTS credits are completed per semester abroad;
- the courses completed during the semester abroad do not correspond in content to courses already completed at the University of Salzburg;
- before the start of the semester abroad, it was officially determined which of the planned credits are equivalent to the credits prescribed in the curriculum.

In addition to academic competencies, the following qualifications, among others, can be obtained through a study period abroad:

- Consolidation of general and subject-specific competence in the chosen language;
- Acquisition and consolidation of organisational competence by independently planning the everyday university life in international administrative and university structures;
- Familiarity with international higher education systems as well as orientation and decision-making competence therein;
- Broadening of one's perspective within their academic subject;
- Acquisition and consolidation of intercultural competencies.

Students with disabilities and/or chronic illness are actively supported by the university (DE disability & diversity) in finding and planning a semester abroad.

§ 11 Allocation of places in courses with a limited number of participants

(1) The number of participants in the individual course types of the Bachelor's programme "Language – Business – Culture" is restricted as follows:

Lecture (VO)	No limit
Lecture with exercise component (VU)	No limit
Exercise with lecture component (UV)	Romance Studies/Slavic Studies: 20 Economics : 40
Exercise (UE)	Romance Studies/Slavic Studies: 20
Language course (SK)	Slavic Studies: 20 Economics: 40
Proseminar (PS)	Romance Studies/Slavic Studies: 20 Economics: 40
Seminar (SE)	Romance Studies/Slavic Studies: 15 Economics: 20
	Interdisciplinary seminar: 15
Basic course (GK), unless otherwise specified	Economics: 60
GK Principles and Methods of Empirical Research	in accordance with the available computer workstations

(2) For courses with a limited number of participants, those students for whom the course is an integral part of the curriculum will be given preference should the number of registrations exceed the maximum number of participants.

(3) Students of the Bachelor's programme "Language – Business – Culture" shall be admitted to courses in the following order:

- Students placed on waiting lists in the previous year;
- Progress in studies (sum of the ECTS credits completed in the programme);
- The higher number of successfully completed examinations;
- The higher number of completed semesters;
- The average grade weighted by ECTS credits;
- By lot.

Free places are awarded to students of other programmes according to the same criteria.

(4) For students in international exchange programmes, in addition to the maximum number of participants, places are available for at least ten percent of the maximum number of participants. These places are allocated by lot.

§ 12 Admission requirements for examinations

(1) For the chosen languages French, Italian, Portuguese and Spanish, all students have to take a placement test (German abbreviation ET) at the beginning of the programme, for which one ECTS credit point is awarded per language. Upon successful completion of the placement test, a placement can be made in the language course 1, 2, 3 or 4. Pre-courses are offered at the University of Salzburg for students who have no or insufficient language skills. For French, Italian and Spanish, the level B1 is required to begin the programme, whereas in Portuguese the programme can be started without any previous knowledge.

If Russian, Polish or Czech is chosen, the programme can be started without any previous language knowledge. Students with prior knowledge and L1 speakers must take a placement test. Upon successful completion of the placement test a placement can be made into a higher language course. ECTS credits for skipped courses must be compensated by freely chosen courses in Romance Studies, Slavic Studies or Economics.

L1-speakers of French, Italian, Portuguese, Spanish, Russian, Polish and Czech may also compensate the skipped courses with courses from the "German as a Foreign Language - German as a Second Language (German abbreviation DaF/DaZ)" area of study, provided that they have not been prescribed as a prerequisite for study by the governing body responsible for study matters.

(2) For admission to the courses listed in the table (left-hand column), successful completion of the courses listed in the right-hand column is a prerequisite:

Course / Module	Prerequisite(s)
in the chosen languages French, Italian, Portuguese or Spanish:	
Language Course 1	Pre-course 2 or Placement Test
Language Course 2	Language Course 1 or Placement Test
Language Course 3	Language Course 2 or Placement Test
Language Course 4	Language Course 3 or Placement Test
Business Language 1	Language Course 2 or Placement Test
Business Language 2	Language Course 2 or Placement Test
PS Principles of Linguistics	VO Introduction to Romance Linguistics and Literary Studies Introductory Course in Romance Linguistics
PS Linguistics: Thematic Focus	VO Introduction to Romance Linguistics and Literary Studies Introductory Course in Romance Linguistics
PS Literary Studies: Reading Course	VO Introduction to Romance Linguistics and Literary Studies Introductory Course in Romance Literary Studies
PS Literary Studies: Thematic Focus	VO Introduction to Romance Linguistics and Literary Studies Introductory Course in Romance Literary Studies
UV Cultural Studies	Language Course 1
SE Linguistics	Language Course 3 Module SWK R5
SE Literary Studies	Language Course 3 Module SWK R6
UE Translation (target language into German)	Language Course 3

UE Advanced Grammar and Translation (into target language)	Language Course 3
UE Writing Skills	Language Course 3
In the chosen languages Polish, Russian or Czech:	
Module SWK S2	VO An Overview of Slavic Languages and Cultures
Language Course I	None or placement test
Language Course II	Language Course I or placement test
Language Course III	Language Course II or placement test
Language Course IV	Language Course III or placement test
Language Course V	Language Course IV
Language Course VI	Language Course V
Business Administration and cross-disciplinary modules	
UV Strategic Business Management	VO Organisation, Human Resources and Management PS Organisation, Human Resources and Management
UV Business Finances and Taxes	VO Balancing and Accounting Policy PS Balancing and Accounting Policy
UV Financial Markets and Financial Services	VO Investment and Financing PS Investment and Financing
SE Business Administration Concentration Strategic Business Management (Bachelor's Thesis)	VO Organisation, Human Resources and Management PS Organisation, Human Resources and Management GK Introduction to Academic Research
SE Business Administration Concentration Business Finances and Taxes (Bachelor's Thesis)	VO Balancing and Accounting Policy PS Balancing and Accounting Policy GK Introduction to Academic Research
SE Business Administration Concentration Financial Markets and Financial Services (Bachelor's Thesis)	VO Investment and Financing PS Investment and Financing GK Introduction to Academic Research
Written Examination Elective Module 1 Strategic Business Management	UV Strategic Business Management SE Business Administration Concentration Strategic Business Management (Bachelor's Thesis)
Written Examination Elective Module 2 Business Finances and Taxes	UV Finances and Taxes SE Business Administration Concentration Business Finances and Taxes (Bachelor's Thesis)

Written Examination Elective Module 3 Financial Markets and Financial Services	UV Financial Markets and Financial Services SE Business Administration Concentration Financial Markets and Financial Services (Bachelor's Thesis)
Oral Examination Elective Module 1 Strategic Business Management	Written Examination Elective Module 1 Strategic Business Management
Oral Examination Elective Module 2 Business Finances and Taxes	Written Examination Elective Module 2 Business Finances and Taxes
Oral Examination Elective Module 3 Financial Markets and Financial Services	Written Examination Elective Module 3 Financial Markets and Financial Services
Interdisciplinary Seminar	Language Course 2 (F/I/P/S) Language Course 3 (Po/R/C), Module SWK R5/S5 and SWK R6/S6 Economics: Module SWK 9, SWK 10, SWK 11, SWK 12

(3) In accordance with HSG 2014 § 31 (3), the following courses are listed: SWK 14.1 Presentation Skills (1 ECTS) and SWK 14.4 Compulsory Work Placement of 4 weeks (5.5 ECTS) and the free electives (12 ECTS).

§ 13 Examination regulations

(1) In the subjects of Romance and Slavic Studies, the Bachelor's programme "Language – Business – Culture" consists only of examinations of parts of the modules. The corresponding examination modalities are listed in the module descriptions.

(2) The examinations in the Economics component of the Bachelor's programme "Language – Business – Culture" are to be taken in the form of individual course examinations or in the form of subject examinations.

(3) The elective modules 1, 2 or 3 from Business Administration Concentration must be completed with a combined examination. A final examination covering both lectures must be taken in writing (duration: 150 minutes; 3 ECTS) and in oral form (3 ECTS). A course examination is to be taken in the Lecture with Exercise Component (UV).

(4) The remaining modules in Economics are to be completed by course examinations. The course examination from the Business English language course is to be taken in English.

§ 14 Bachelor's examination

(1) The Bachelor's programme "Language – Business – Culture" is concluded with an oral Bachelor's examination before a board of examiners to the extent of 3 ECTS credits.

(2) The oral Bachelor's examination is completed within the scope of the Combined Module SWK 15.

(3) The prerequisite for admission to the oral Bachelor's examination is proof of positive completion of all prescribed examinations, the compulsory work placement and the two Bachelor's theses.

(4) The examination has a duration of between 30 and 45 minutes and consists of three equally weighted examination sections: Presentation of the Economics Bachelor's thesis, presentation of the Romance or Slavic Studies Bachelor's thesis and a discussion of the work placement. One third of the examination must be completed in the chosen foreign language.

§ 15 Effective date

The curriculum enters into force on 1 October 2021.

§ 16 Transitional provisions

- (1) Students enrolled in the Bachelor's degree programme Language – Business – Culture (French, Italian, Portuguese, Spanish, Polish, Russian, Czech) at the Paris Lodron University (version 2018, special issue, academic year 2017/2018, May 23, 2018, 36th edition, 104) at the time this curriculum enters into force are entitled to complete their studies according to these study regulations until 30 November 2021 at the latest. On 1 December 2021, the transition to the new curriculum shall take place.
- (2) For students who have positively completed the VO Organisation, Human Resources and Management in the course of the Introductory and Orientation Phase (STEOP) according to the curriculum of the Bachelor's degree programme Language – Business – Culture (version 2018, special issue 2017/2018, No.104) at the time this curriculum enters into force, the VO Marketing shall be replaced by the VO Organisation, Human Resources and Management in the Introductory and Orientation Phase according to § 3 para. 1 and in § 5 Module SWK 1: Introduction (STEOP) of this curriculum. In this case, in the Module SWK 10: ABWL I: Market-oriented Business Management, the VO Marketing (1.5 ECTS credits) is to be completed in place of the VO Organisation, Human Resources, Management (1.5 ECTS credits).
- (3) For students who have positively completed the VO Overview of Slavic Languages and Cultures or the VO Overview of Slavic Languages in the course of the Introductory and Orientation Phase (STEOP) according to the curriculum of the Bachelor's degree programme Language – Business – Culture (version 2018, special issue 2017/2018, No.104) at the time this curriculum enters into force, the VO Overview of Slavic Cultural History shall be replaced by the VO Overview of Slavic Languages and Cultures or the VO Overview of Slavic Languages in the Introductory and Orientation Phase according to § 3 para. 1 and in § 5 Module SWK 1: Introduction (STEOP) of this curriculum. In this case, in the Module SWK S7: Advanced Linguistics and Literary Studies, the VO Overview of Slavic Cultural History (2 ECTS credits) is to be completed in place of the VO Overview of Slavic Languages (2 ECTS credits).

Annex I: Module descriptions

Module name	Introduction (STEOP)
Module code	SWK 1
Total workload	8.5 ECTS credits
Learning outcomes	<p>After completing this module, students will have a basic knowledge of the various cultures of the Romance or Slavic language areas and will be able to establish inner-Romance or inner-Slavic links and links between the German language area and Romance-Speaking Regions or Slavia.</p> <p>The students possess elementary knowledge of the subject of Business Administration (BWL). They are familiar with the most important methods and instruments of Business Administration. They possess an awareness of problems within the field of Business Administration and are able to develop simple solutions.</p> <p>Students have acquired knowledge of the fundamentals, relevant tasks and essential concepts of marketing as well as the application of concrete strategies of a market- and resource-oriented company and various techniques, tools and processes of marketing and market research. They are familiar with the most important career fields for which the Bachelor's programme "Language - Business Administration - Culture" qualifies.</p> <p>They have familiarized themselves with the curriculum of the degree programme.</p>
Module content	<p>An overview of the cultures of Romance-Speaking Regions or Slavia; paradigmatic approach to cultural relations within Romance-Speaking Regions and Slavia and between the German-speaking world and the Romance or Slavic countries.</p> <p>Business Administration as an academic discipline; constitutive business decisions; instruments of business management; areas of responsibility within the various functional areas of companies.</p> <p>Transfer of general knowledge concerning the most important career fields.</p> <p>Fundamentals of marketing; selected marketing approaches and marketing objectives; development of market strategies; market and consumer research.</p> <p>Introduction of the curriculum.</p>
Courses	<p>SWK 1.1 VO Cultures of Romance-Speaking Regions (STEOP) (2 ECTS) or VO Overview of Slavic Cultural History (STEOP) (2 ECTS)</p> <p>SWK 1.2 VO Introduction to Business Administration (STEOP) (3 ECTS)</p> <p>SWK 1.3 VO Career Fields (STEOP) (2 ECTS)</p> <p>SWK 1.4 VO Marketing (STEOP) (1.5 ECTS)</p>
Type of exam	Partial module examinations

Module name	Principles of Romance Studies
Module code	SWK R2
Total workload	10 ECTS credits
Learning outcomes	Students are familiar with the most important theoretical and methodological approaches in Romance linguistics, literature and cultural studies. They have learnt the basic analytical methods of linguistics and literary studies and applied these to practical examples.
Module content	An introduction to Romance linguistics and literary studies along with their most important theories, technical terms, concepts and movements, as well as to Romance cultural studies. Teaching basic working methods and methods of analysis in Romance linguistics and literary studies.
Courses	SWK R2.1 Introduction to Romance Linguistics and Literary Studies (4 ECTS) SWK R2.2 PS Introductory Course on Romance Literary Studies (3 ECTS) SWK R2.3 PS Introductory Course on Romance Linguistics (3 ECTS)
Type of exam	Partial module examinations

Module name	Language and Cultural Area
Module code	SWK R3 (F//P/S)
Total workload	15 ECTS
Learning outcomes	<p>Upon completion of the module, students will have reached the B2 level. They have mastered grammatical structures relevant for communication at this level and have a sufficiently large vocabulary. They can employ varying formulations to avoid repetition. They possess a clear, fluent pronunciation and intonation oriented on L1 models. They are aware of the phonetic-phonological differences between the native or source language and the target language. They recognise segmental and prosodic influences of the native or source language on the target language. They can recognise diatopic, stylistic and register-specific variations. They can understand the key messages of articles and arguments written in the standard language that are complex in terms of both content and language. In everyday communication situations of relevance to the level of the student, they can respond in a linguistically adequate form (e.g. give clear and detailed descriptions and reports, express their own opinions and interests, argue advantages and disadvantages). They are able to reflect on the linguistic and pragmatic aspects of their language use. They are aware of intercultural differences and can compare their own culture with the target culture.</p> <p>Students have a basic knowledge of the geographical, social, political, economic and cultural conditions of the target language countries in the past and present. They have gained insight into problems specific to cultural areas, especially with regard to the economy and society. They have developed theoretical and methodological approaches to reflecting on different cultural areas from a synchronous or diachronic perspective.</p>

Module content	<p>Acquisition and consolidation of grammatical, lexical, sociolinguistic and pragmatic competencies. Perfection of pronunciation and intonation and awareness of phonetic-phonological differences between native and target language. Development of receptive skills using standard language and complex listening and reading texts. Development of productive skills, taking into account diatopic, stylistic and register-specific variations. Training in realistic communication situations. Development of intercultural awareness.</p> <p>Acquisition of a basic knowledge of the countries and regions where the chosen language is spoken, through an overview of geography, society, culture, politics, economy and media in the past and present. Teaching of the key concepts of cultural studies as well as inter- and transcultural theories relating to cultural areas relevant to the degree programme, including the German-speaking area, from a diachronic and synchronic perspective. Reflection on the problems of the construction of identity, alterity and diversity in texts of different forms of media.</p> <p>Placement test.</p>
Courses	<p>SWK R3.1 (F/I/P/S) UE Français / Italiano / Português / Español 1 (4 ECTS)</p> <p>SWK R3.2 UE Français / Italiano / Português / Español 2 (4 ECTS)</p> <p>SWK R3.3 UE Oral Fluency and Pronunciation Training (F/I/P/S) (2 ECTS)</p> <p>SWK R3.4 VO Introduction to Cultural Studies (F/I/P/S) (2 ECTS)</p> <p>SWK R3.5 UV Economy and Society (Specialised topic in Cultural Studies) (F/I/P/S) (2 ECTS)</p> <p>SWK R3.6 Language placement test (F/I/P/S) (1 ECTS)</p>
Type of exam	Continuous-assessment in the form of partial module examinations with both written and oral components.

Module name	Intermediate Language Proficiency
Module code	SWK R4 (F/I/P/S)
Total workload	10 ECTS
Learning outcomes	<p>Upon completion of the module, students will have reached the C1 level. They have mastered grammatical structures relevant for communication at this level and have a comprehensive vocabulary including idiomatic expressions, colloquial phrases and technical terms for the fields of business and tourism. They understand a wide range of authentic texts. In communication situations relevant to the level of the student, they can respond in a linguistically adequate form (e.g. with regard to complex everyday topics, job-specific technical discussions or the professional presentation of products) and can express themselves spontaneously and fluently on a wide range of topics. They are capable of meta-linguistic reflection on their use of language and are aware of linguistic variation. They possess intercultural interaction competencies in private and professional domains and basic application-oriented technical language skills in the area of business and economy.</p>

Module content	Broadening and consolidation of grammatical, lexical, sociolinguistic and pragmatic competencies and the reflection thereof. Acquisition of technical language structures (sentence contraction, building of compound words, impersonal phrases) and technical vocabulary. Consolidation of receptive skills by means of listening and reading texts that are more complex in terms of language and content, taking into account linguistic varieties. Consolidation of productive skills with emphasis on the handling of different relevant text types. Analysis of errors and exercises to improve cohesion. Training of realistic and job-specific communication situations. Development of intercultural interaction skills for various professional communication situations. Teaching of basic technical language skills in the area of business and economy.
Courses	SWK R4.1 UE Français / Italiano / Português / Español 3 (4 ECTS) SWK R4.2 UE Français / Italiano / Português / Español 4 (4 ECTS) SWK R4.3 UE Business Language Course 1 (F/I/P/S) (2 ECTS)
Type of exam	Continuous-assessment in the form of partial module examinations with both written and oral components.

Module name	Intermediate Linguistics
Module code	SWK R5 (F/I/P/S)
Total workload	8 ECTS
Learning outcomes	Students are familiar with the most important relevant diachronic facts of French / Italian / Portuguese / Spanish in chronological order and are aware of the current state of the respective Romance language area as a result of continuous development in the context of cultural, political and social factors. Building on the linguistic competencies acquired in the Elementary Modules SWK 1 and 2, they have also mastered the core areas of the structural aspects of language in synchrony and diachrony as well as in pan-Romanic comparison. Furthermore, they are familiar with the central concepts of variational linguistics and research in multilingualism and are able to relate the competencies acquired in these areas to other subjects.
Module content	Significant stages of French / Italian / Portuguese / Spanish, covering the most important internal changes (from Vulgar Latin to the present day), analysis of significant language records as well as key literary texts relevant to the development of language history, important measures and ideologies of language maintenance and policy, phonetics and phonology, morphology, syntax, lexicon with semantics and etymology, variational linguistics and multilingualism.
Courses	SWK R5.1 VO Language History (F/I/P/S) (2 ECTS) SWK R5.2 PS Principles of Linguistics (F/I/P/S) (3 ECTS) SWK R5.3 PS Linguistics: Thematic Focus (F/I/P/S) (3 ECTS)
Type of exam	Partial module examinations; in courses of this module featuring continuous-assessment, the attainment of the teaching/learning objectives is assessed through written and oral assignments; in SWK 5.2 (PS Principles of Linguistics) a final examination is also required; in SWK 5.3 (PS Linguistics: Thematic Focus) students are required to write a term paper.

Module name	Intermediate Literary Studies
Module code	SWK R6 (F//P/S)
Total workload	8 ECTS
Learning outcomes	Students possess the competence to perform historical and (inter)cultural classification, to analyse and interpret as well as to judge and evaluate different literary and essayistic texts in the chosen language. They possess an overview of literary history which enables them to make connections and describe developments in a plausible way. They can independently research and procure literature on a subject in the field of literary studies, hold a presentation that meets academic standards and write a term paper that meets academic standards.
Module content	An overview of the literature of the chosen language, its epochs and representative authors, including intercultural and interdisciplinary aspects such as references in literature to other arts or to literatures in other languages; guided reading of the most important (classical) works in the original; teaching of media competence with regard to film and television; application of theoretical and methodological instruments of modern literary studies to selected original texts, preferably from the realm of canonical literature.
Courses	SWK R6.1 VO History of Literature (F//P/S) (2 ECTS) SWK R6.2 PS Literary Studies: Reading Course (F//P/S) (3 ECTS) SWK R6.3 PS Literary Studies: Thematic Focus (F//P/S) (3 ECTS)
Type of exam	Partial module examinations; in courses of this module featuring continuous-assessment, the attainment of the teaching/learning objectives is assessed through written and oral assignments; in SWK 6.2 (PS Literary Studies: Reading Course) a final examination is also required; in SWK 6.3 (PS Literary Studies: Thematic Focus) students are required to write a term paper.

Module name	Advanced Linguistics and Literary Studies
Module code	SWK R7 (F//P/S)
Total workload	9 ECTS
Learning outcomes	<p>Building on the linguistic competencies acquired in Modules SWK 1, 2 and 5, students are proficient in the methods of description and analysis relevant to the core areas of the structural aspects of language, as well as in the methodology of pan-Romance comparison and the consideration of linguistic phenomena in comparison with the structures of German and possible other first languages. As a result of studying selected areas of specialisation, students are familiar with the concerns of research in the fields of synchronic and diachronic variational linguistics and multilingualism. Furthermore, they are able to deal critically and adequately with demanding technical linguistic texts (in German and in the respective Romance languages).</p> <p>Building on the content and competencies taught in Modules SWK 1, 2 and 6, students are able to grasp the complexity of literary texts in the broadest sense (including other forms of media), to situate these in a literary and media-historical as well as socio-cultural context, and to analyse these using appropriate theories and methods, and to present the results orally and in writing, in German and in the foreign language, on an academic level.</p>
Module content	<p>Consolidation of knowledge of linguistics through instruction on the adequate theoretical and methodological handling of selected areas from the field of structural aspects of language and/or the variational linguistics of the target language. Through independent reading and discussion of academically relevant, current research literature, students are familiarised with the main research approaches, methods and instruments of Romance linguistics.</p> <p>Consolidation of selected thematic constellations in literary history and literary studies of the chosen language (in Europe and in the Extra-European Romance-Speaking World), employing a modern concept of literature that includes various forms of media and takes into account intertextual and cross-media aspects. Critical examination, well-founded selection and case-related application of theoretical and methodological approaches (including research on interculturalism, gender research, etc.) and instruments of literary studies with regard to independent study of topics and issues relevant to research.</p>
Courses	SWK R7.1 VU Advanced Linguistics (F//P/S) (2 ECTS) SWK R7.2 VU Advanced Literary Studies (F//P/S) (2 ECTS) SWK R7.3 SE Linguistics (F//P/S) (5 ECTS) or SE Literary Studies (F//P/S) (5 ECTS).
Type of exam	Partial module examinations; in courses of this module featuring continuous-assessment, the attainment of the teaching/learning objectives is assessed through written and oral assignments. In SWK 7.3 (F//P/S) (SE Linguistics or SE Literary Studies) students are required to write a term paper.

Module name	Advanced Language Proficiency
Module code	SWK R8 (F/I/P/S)
Total workload	8 ECTS
Learning outcomes	<p>Students can grasp the complexity of different types of texts, situate them in a literary and media-historical as well as socio-cultural context, as well as analyse those texts using adequate theories and methods, and present the results orally and in writing, in German and in the foreign language, on an academic level. They are able to translate complex texts from the target language into German as well as from German into the target language and have the ability to reflect on translation problems. They are able to analyse translation variants and typical errors. They are aware of cultural alterity and are sensitized to the issue of language transfer as cultural transfer. Semantic and lexical questions can be placed and answered in their contextual context on the basis of knowledge of formal textual principles (syntax, style) and cultural peculiarities, and can be related to the cultural context of the native language. They possess independent, critical analysis competence with regard to complex grammatical structures. They are able to adequately write different types of texts in the language studied at a high level (C1). Upon completion of this module, students will have reached the level C1 in the productive competence of writing and in grammatical competence. They have acquired advanced skills in business terminology.</p>
Module content	<p>Teaching of basic translation competencies and knowledge of translation studies through translation (to and from the native and target language) of demanding texts of different types. Production of normatively correct and stylistically appropriate translations of complex texts both into German and the respective target language on the basis of theoretical reflection on specific translation challenges and in view of the socio-cultural contexts of the respective language areas. Writing of academic texts with a predominantly argumentative character, in particular with regard to the compulsory Bachelor's thesis. Instruction in the application of techniques in academic argumentation and relevant topics and the consolidation of text reduction techniques such as summaries and synthesis. Teaching of advanced competencies in business language.</p>
Courses	<p>SWK R8.1 UE Translation (into German) (F/I/P/S) (2 ECTS) SWK R8.2 UE Advanced Grammar and Translation (into target language) (F/I/P/S) (2 ECTS) SWK R8.3 UE Writing Skills (F/I/P/S) (2 ECTS) SWK R8.4 UE Business Language 2 (F/I/P/S) (2 ECTS)</p>
Type of exam	<p>Partial module examinations; in courses of this module featuring continuous-assessment, the attainment of the teaching and learning goals is checked on the basis of written contributions. All courses include an intermediate and a final test.</p>

Module name	Principles of Slavic Studies
Module code	SWK S2
Total workload	4 ECTS credits
Learning outcomes	Students have acquired basic analytical methods of linguistics and literary studies and applied them to practical examples.
Module content	Teaching of basic techniques and methods of analysis of Slavic linguistics and literary studies.
Courses	SWK S2.1 PS Introduction to Literary Studies (2 ECTS) SWK S2.2 PS Introduction to Linguistics (2 ECTS)
Type of exam	Continuous-assessment partial module examinations

Module name	Language and Cultural Area
Module code	SWK S3 (Po/R/C)
Total workload	22 ECTS
Learning outcomes	After completing this module, students possess elementary knowledge of grammar and elementary skills in listening, speaking, reading and writing (level A2 according to CEFR). The language skills acquired in the course of the module enable them to read, to actively use the language in spoken and written form and to communicate appropriately in private, official and academic contexts. They have mastered the correct pronunciation and intonation. They use a vocabulary that is functionally and thematically extended in such a way that they can communicate in familiar everyday situations. In addition, students are familiar with the culture of the Eastern European language area and have basic knowledge about Poland, Russia and the Czech Republic. Students have a basic knowledge of the geographical, social, political, economic and cultural conditions of the target language countries in the past and present.
Module content	<ul style="list-style-type: none"> a) After completing the language course Polish/Russian/Czech I, students reach level A1 according to the Common European Framework of Reference (CEFR). b) After completing the language course Polish/Russian/Czech II, students reach level A2 according to the Common European Framework of Reference. c) UV Economy and Society imparts elementary knowledge of the countries and regions in which the chosen language is spoken by providing an overview of geography, society, culture, politics, economy and media in history and present.
Courses	SWK S3.1 Language Course I (Polish, Russian, Czech) (10 ECTS) SWK S3.2 Language Course II (Polish, Russian, Czech) (10 ECTS) SWK S3.3 UV Economy and Society (Po/R/C) (2 ECTS)
Type of exam	Continuous-assessment partial module examinations with written and oral components.

Module name	Intermediate Language Proficiency
Module code	SWK S4 (Po/R/C)
Total workload	12 ECTS
Learning outcomes	<p>In the intermediate phase, students reinforce, consolidate and expand the skills in listening, speaking, reading and writing acquired in the introductory phase (level A2+/B1 according to CEFR). After completing this module, they acquire the ability to understand and use more complex grammatical structures, to express themselves adequately orally and in writing in the target language on topics from various areas of knowledge (text production and text discussion). They are able to use pronunciation and intonation models to a large extent fluently and correctly. In addition, they are to a large extent proficient in the orthography of a functional and topic-related vocabulary as well as the elementary rules of punctuation.</p> <p>Furthermore, the students possess a sound knowledge on Eastern Europe and regions with Polish, Russian and Czech speaking populations. They possess competencies in intercultural interaction in private and professional domains as well as the ability to communicate successfully orally and in writing in the working world and in everyday business situations.</p>
Module content	<p>a) Upon completion of the course Polish/Russian/Czech III, students reach level A2+ according to the Common European Framework of Reference.</p> <p>b) Upon completion of the course Polish/Russian/Czech IV, students reach level B1 according to the Common European Framework of Reference.</p>
Courses	SWK S4.1 Language Course III (Polish/Russian/Czech) (6 ECTS) SWK S4.2 Language Course IV (Polish/Russian/Czech) (6 ECTS)
Type of exam	Continuous-assessment partial module examinations with written and oral components.

Module name	Intermediate Linguistics
Module code	SWK S5 (Po/R/C)
Total workload	6 ECTS
Learning outcomes	<p>Students gain a deeper insight into selected aspects of history and synchronic analysis of Po/R/C (external or internal history of language, structural aspects of language, sociolinguistics). Upon completion of the module, students will be able to research linguistic literature independently and conduct simple research in linguistic corpora. They will be able to assess the suitability of linguistic descriptions from a comparative position.</p>
Module content	<p>The proseminar "Systematic and Historical Aspects of Linguistics" offers the opportunity to deepen one of the linguistic sub-disciplines (historical or synchronous). In the exercise with lecture component "Selected Topics in Linguistics", topics from the external or internal language history of Po/R/C are covered.</p>
Courses	SWK S5.1 PS Systematic and Historical Aspects of Linguistics (3 ECTS) SWK S5.2 UV Selected Topics in Linguistics (3 ECTS)
Type of exam	Continuous-assessment partial module examinations with written and oral components.

Module name	Intermediate Literary Studies
Module code	SWK S6 (Po/R/C)
Total workload	6 ECTS
Learning outcomes	In this module, students become more familiar with selected aspects of literary studies. From the breadth of research work in literary studies, historical and cultural-historical, media-historical, gender-related or theoretical aspects or topics of literary studies are presented, which are dealt with in detail and related to the literature of the chosen language. Upon completion of this module, students will be able to work independently with academic literature from the field of literary studies (research, compile bibliographies, excerpts and present) and to write their own academic texts on topics of literary studies.
Module content	The UV "Selected Topics in Literary Studies" and the PS "Systematic and Historical Aspects of Literary Studies" present different areas or topics of literary studies in their relevance to the literature and culture of the languages of study in more detail. In the courses of this module, different topics are covered each year.
Courses	SWK S6.1 PS Systematic and Historical Aspects in/of Literary Studies (3 ECTS) SWK S6.2 UV Selected Topics in Literary Studies (3 ECTS)
Type of exam	Written examination for the lecture with exercise component (as well as other forms of assessment, such as homework, excerpts, comments), the proseminar featuring continuous-assessment is concluded with a term paper to be written independently. In addition, other forms of assessment can be implemented (e.g. presentation, group work).

Module name	Advanced Linguistics and Literary Studies
Module code	SWK S7 (Po/R/C)
Total workload	6 ECTS
Learning outcomes	Students are familiar with the periods, concepts, authors and works of literature in their respective chosen language of study. They are able to recognise the characteristics of the central epochal styles and critically reflect on mechanisms of literary historiography and canon formation. They are able to analyse and critically examine demanding linguistic texts and to set them in relation to each other in a logical way. They have acquired an overview of the Slavic language area. They have acquired theoretical and methodological approaches for reflecting on language, languages and their speakers from both a synchronic and diachronic perspective.

Module content	<p>a) The VO Overview of Literature covers the literary epochs, as well as the most important authors, works and genres of literature in the students' chosen language of study. In addition, students gain insight into the interplay between literature and other arts. The interdependence of literature and literary knowledge with other areas of knowledge (religion, natural sciences, law, politics) is also examined.</p> <p>b) In the UE Reading of Academic Texts, fundamental texts of Slavic linguistics are analysed and discussed.</p> <p>c) The VO Overview of Slavic Languages treats Slavic languages in their societal and historical context. In addition, students shall learn central concepts of Slavic sociolinguistics, variational linguistics and standardology.</p>
Courses	<p>SWK S7.1 UE Reading of Academic Texts (2 ECTS)</p> <p>SWK S7.2 VO Overview of Literature (2 ECTS)</p> <p>SWK S7.3 VO Overview of Slavic Languages (2 ECTS)</p>
Type of exam	Continuous-assessment partial module examinations with written and oral components.

Module name	Advanced Language Proficiency
Module code	SWK 8 (Po/R/C)
Total workload	12 ECTS
Learning outcomes	<p>In the advanced studies phase, students expand and consolidate the listening, speaking, reading and writing skills acquired in the intermediate phase in the career-oriented areas (level B2 according to CEFR). Upon completion of this module, students will acquire career-related language and cultural skills, with particular emphasis on meta-language skills. Students learn to quickly familiarise themselves with new topic areas and to independently acquire information on a new topic area through research, to prepare the information in a structured way and to present it in a suitable form both in writing and orally. By expanding their business vocabulary, they are able to understand more complex business texts. They acquire the ability to discuss economics and politics as well as topics from literature and culture in the target language. In addition, students are able to select and implement appropriate media for presentation purposes.</p>
Module content	<p>a) Upon completion of the course Polish/Russian/Czech IV, students reach level B2 according to the Common European Framework of Reference.</p> <p>b) The course Polish/Russian/Czech V aims at specialisation (in economic and other career-related topics).</p> <p>c) The proseminar Business Language teaches active competencies in business language, specifically in the most important areas of business communication. Special phraseology, lexis and stylistics are trained both orally and in writing with authentic material and are deepened through the use of simple phrases on the telephone, idioms in business negotiations and entire text modules for the most important forms of business correspondence.</p>

Courses	SWK S8.1 SK Language Course V (R)/Advanced Course (Po/C) (Business Language) (6 ECTS) SWK S8.2 SK Language Course VI (R)/Advanced Course (Po/C) (3 ECTS) SWK S8.3 PS Business Language (Polish/Russian/Czech) (3 ECTS)
Type of exam	Partial module examinations with continuous oral assessment; the language courses are concluded with a written examination. In addition, regular attendance, active participation, intensive preparation of homework and presentations also factor in the final evaluation.

Module name	Methods of Economic Science
Module code	SWK 9
Total workload	8 ECTS
Learning outcomes	<p>Professional skills:</p> <p>Basic knowledge in the following areas:</p> <ol style="list-style-type: none"> 1. Design of an empirical economic research project (research question, decision on empirical methods, data collection, interpretation, presentation of results) 2. Methods of empirical research <ol style="list-style-type: none"> a) Overview of methods of empirical social research b) Overview of quantitative paradigms c) Overview of qualitative paradigms d) Principles of quantitative data collection and analysis e) Principles of qualitative data collection and interpretation 3. Academic working methods <ol style="list-style-type: none"> a) Economic literature research in academic data banks; b) Academic writing: process steps, characteristics and quality criteria of the text genre "academic text". <p>Methodological skills:</p> <p>Economic research methods</p> <ol style="list-style-type: none"> 1. Independent planning and implementation of empirical social and economic research projects 2. Knowledge of possibilities of data collection in the quantitative and qualitative paradigm 3. Statistical principles and application of fundamental quantitative analysis methods 4. Application of selected qualitative interpretation methods 5. Basis for the acquiring of advanced quantitative and qualitative analysis methods 6. Application of software for quantitative and qualitative methods of data interpretation <p>Academic working methods</p> <ol style="list-style-type: none"> 1. Writing academic texts; 2. Writing high-quality texts of business practice (such as reports, opinions, memoranda etc.) according to similar criteria. <p>Discernment skills:</p> <p>Economic research methods</p> <ol style="list-style-type: none"> 1. Critical assessment of the methods used in empirical economic studies 2. Interpretation and critical assessment of empirical results of academic studies as well as in expert opinions and media reports. <p>Academic working methods</p> <ol style="list-style-type: none"> 3. Recognition of quality and non-quality academic texts in terms of the rules and principles listed under "methodological skills". <p>Operational skills:</p> <ol style="list-style-type: none"> 1. Implementation of the skills listed under "methodological skills".

Module content	<p>Empirical economic research methods</p> <ol style="list-style-type: none"> 1. Overview of the planning steps and decisions necessary for the design of empirical economic research projects (research question, empirical method, data collection, interpretation, presentation of results) 2. Principles and overview of methods of empirical economic and social research considering both the quantitative and qualitative paradigms 3. Principles of quantitative and qualitative data collection and interpretation 4. Introduction to the use of software to support quantitative and qualitative data interpretation <p>Academic working methods: Basic techniques of academic writing in the sense of the characteristic criteria required by the academic community for this text genre. This includes proficiency in all processing steps, knowledge of the characteristics and fulfilment of the quality criteria of academic texts.</p>
Courses	<p>SWK 9.1 GK Introduction to Academic Research (3 ECTS) SWK 9.2 GK Principles and Methods of Empirical Research (5 ECTS)</p>
Type of exam	Course examinations

Module name	General Business Administration (ABWL) I: Market-Oriented Business Management
Module code	SWK 10
Total workload	7.5 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Knowledge of holistic, market-oriented corporate management and its effects on the company; – Knowledge of the relevant duties in the area of marketing, strategic management and organisation. – Knowledge of organisations and human resource management. <p>Methodological skills:</p> <ul style="list-style-type: none"> – Basic knowledge on the application of concrete strategies of a market and resource-oriented company; – Knowledge of the different routines, rules and forms of organisational design; – Basic knowledge in the application of different techniques, tools and processes of marketing and market research. <p>Discernment skills:</p> <ul style="list-style-type: none"> – Recognition of the current challenges of market-oriented business management; – Assessment of different strategic orientations in operational decision-making situations; – Ability to identify, analyse and solve relevant problem. <p>Operational skills:</p> <ul style="list-style-type: none"> – Applying the processes and techniques of market-oriented business management to practical problems/case studies; – Evaluation of concepts and instruments in various decision-making situations.
Module content	<p>Marketing:</p> <ul style="list-style-type: none"> – Introduction to marketing; – Selected approaches and goals of marketing; – Development of marketing strategies; – Market and consumer research. <p>Organisation, Human Resources and Management</p> <ul style="list-style-type: none"> – Principles of organisation; – Organisational design: structures and processes; – Human resources management; – Leadership and motivation of employees; <p>Change Management and resistance.</p>
Courses	<p>SWK 10.1 VO Organisation, Human Resources and Management (1.5 ECTS)</p> <p>SWK 10.2 PS Organisation, Human Resources and Management</p>

	(3 ECTS) SWK 10.3 PS Marketing (3 ECTS)
Type of exam	Course examinations

Module name	General Business Administration (ABWL) II: Financial Business Management
Module code	SWK 11
Total workload	9 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Knowledge of the interaction of investment and financing decisions and their effects on the company as a whole; – Knowledge of the relevant duties of decision-oriented internal accounting (planning and control function, information function, coordination function). <p>Methodological skills:</p> <ul style="list-style-type: none"> – Basic knowledge of the application of calculation methods for the assessment of investment projects and financing decisions; – Knowledge of the methodical application of accounting instruments such as cost type, cost centre, cost unit, full and partial cost accounting. <p>Discernment skills:</p> <ul style="list-style-type: none"> – Recognition of the requirements for internal accounting with regard to the planning and control function, the information function and the coordination function for operational decision-making situations; – Assessment of the different types of investment and financial accounts with regard to their applicability in different decision-making situations; – Assessment of the advantages and disadvantages of accounting instruments. <p>Operational skills:</p> <ul style="list-style-type: none"> – Application of internal accounting tools in case studies; – Assessment of the incentive and control effects of information from internal accounting in business decision-making situations.
Module content	<p>Investment and Financing:</p> <ul style="list-style-type: none"> – Conceptual principles of investment and financing; – Methods of investment calculation; – Forms of financing; – Dimensions of financial equilibrium in companies. <p>Accounting:</p> <ul style="list-style-type: none"> – Actual cost accounting for calculating short-term operating profit; – Planned cost accounting systems for budgeting and profitability control; – Methods for the cost accounting basis of decisions (in particular break-even analysis, calculation of lower price limits, compilation of optimal production

	and sales programmes).
Courses	SWK 11.1 VO Investment and Financing (1.5 ECTS) SWK 11.2 PS Investment and Financing (3 ECTS) SWK 11.3 VO Accounting (1.5 ECTS) SWK 11.4 PS Accounting (3 ECTS)
Type of exam	Course examinations

Module name	General Business Administration (ABWL) III: Financial Accounting
Module code	SWK 12
Total workload	7 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Knowledge of the relevant aspects of decision-oriented external accounting, with a focus on accounting and valuation in accordance with the Austrian Commercial Code (UGB) and Income Tax Act (EStG) and the associated design potential, as well as analysis of annual financial statements and calculation of key figures. <p>Methodological skills:</p> <ul style="list-style-type: none"> – Ability to apply the basic methods of normative financial reporting research and critical assessment of selected accounting standards; – Ability to apply the methods of economic ratio analysis and simulation of changes in concrete annual financial statements or ratios due to accounting policy requirements. <p>Discernment skills:</p> <ul style="list-style-type: none"> – Ability to differentiate and critically assess accounting standards on the basis of the functions and principles of financial reporting and in relation to taxation; – Ability to interpret the results of the annual financial statement analysis and possible changes resulting from accounting policy requirements. <p>Operational skills:</p> <ul style="list-style-type: none"> – Application of accounting standards in case studies and the ability to apply these standards in the context of accounting policy; – Ability to independently derive key figures and to assess the key figure systems and the influence of accounting policy on the key figures through economic decisions.

Module content	<ul style="list-style-type: none"> – Teaching of basic knowledge of financial reporting regulations, in particular with regard to reason and amount; – Review of selected special cases in the context of the Austrian Commercial Code and in connection with tax law (authoritative principle and effective tax reconciliation);; – critical analysis of legal provisions; – Training of implementation and application skills through case studies in the context of preparing annual financial statements; – Teaching of basic knowledge of balance sheet analysis; – Calculation of common key figures in certain economic decision-making situations; – Consideration of changes through the accounting policy instruments; – Critical analysis of interpretations of key figures; – Training of implementation and application skills through case studies or concrete calculations within the context of annual financial statement analysis.
Courses	SWK 12.1 VO Balancing and Accounting Policy (1.5 ECTS) SWK 12.2 PS Balancing and Accounting Policy (3 ECTS) SWK 12.3 VO Balance Sheet Analysis and Accounting Policy (1 ECTS) SWK 12.4 PS Balance Sheet Analysis and Accounting Policy (1.5 ECTS)
Type of exam	Course examinations

Module name	International Business Management
Module code	SWK 13
Total workload	12 ECTS
Learning outcomes	Professional skills: <ul style="list-style-type: none"> – Knowledge of economic relationships; – Knowledge of business issues in an international context; – Knowledge of management duties in the context of intercultural management. Methodological skills: <ul style="list-style-type: none"> – Economic thinking; – Management instruments and techniques. Discernment skills: <ul style="list-style-type: none"> – Recognition of micro- and macro-economic relationships; – Recognition of challenges and assessment of company decision-making situations in an international and intercultural context. Operational skills: <ul style="list-style-type: none"> – Application of the economic instruments to simple questions of a micro- and macroeconomic nature; – Application of theoretical knowledge to concrete decision-making situations within business management in an international context
Module content	Principles of economics Internationalisation of economy

	<p>Theories of international business operations</p> <p>Strategic management, organisation, human resources management and financial management in internationally operating companies</p> <p>Financial management in internationally operating companies</p> <p>The influence of culture on management functions</p> <p>Problem areas of intercultural management</p>
Courses	<p>SWK 13.1 VO Introduction to Economics (3 ECTS)</p> <p>SWK 13.2 VU International Management (6 ECTS)</p> <p>SWK 13.3 VU Intercultural Management (3 ECTS)</p>
Type of exam	Course examinations

Module name	Practical Orientation / Career Skills
Module code	SWK 14
Total workload	17 ECTS (of which 11 ECTS or 8 weeks compulsory work placement)
Learning outcomes	<p>Students are proficient in the most important presentation techniques and media. They are able to submit written applications in accordance with the customs of business and public administration and to introduce themselves personally. They have acquired the skills necessary for management in the language and cultural sectors. As a result of their practical experience, they are familiar with the procedures and customs in private companies, public institutions and foundations and are able to competently participate in the relevant work processes. Through practical experience they have gained insight into at least one relevant career field.</p> <p>The target level in Business English is C1 according to the Common European Framework of Reference for Languages.</p>
Module content	Teaching of the most important techniques of oral and written presentations and introductions; teaching of skills for management in the cultural and language sectors; acquisition of Business English language skills; work experience within the scope of an eight-week work placement.
Courses	<p>SWK 14.1 UE Presentation Skills (1 ECTS)</p> <p>SWK 14.2 UE Management in the Cultural and Language Sectors (2 ECTS)</p> <p>SWK 14.3 SK Business English (3 ECTS)</p> <p>SWK 14.4 Compulsory Work Placement (11 ECTS)</p>
Type of exam	Partial module examinations; certificate attesting the completed work placement.

Module name	Combined Module: Language – Business – Culture
Module code	SWK 15
Total workload	8 ECTS
Learning outcomes	Students are able to work at academic level on inter- and transdisciplinary problem areas relevant to Romance or Slavic Studies and Economics and to present their results orally and in writing, in German and in the chosen foreign language, in a way that is understandable and in line with academic requirements. They are capable of demonstrating the skills they have acquired during their studies orally and in writing, in German and in the chosen foreign language, in an examination context in a coherent, high-level and comprehensible manner.
Module content	Work on concrete inter- and transdisciplinary problem areas that are relevant to Romance or Slavic Studies and Economics. Preparation for the Bachelor's examination.
Courses	SWK 15.1 SE Interdisciplinary Seminar (5 ECTS) SWK 15.2 Bachelor's examination (3 ECTS)
Type of exam	Partial module examinations and oral Bachelor's examination

Module name	Restricted Elective Module 1: Strategic Business Management
Module code	SWK 16-WM1
Total workload	10 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Awareness of the social responsibility of companies and their management; – sound knowledge of the basic concepts relevant to the field of strategic business management; – Knowledge of the principles of management theory; – sound knowledge of the elements and duties of strategic business management with a focus on strategic planning; – Knowledge of the different concepts of strategic management; – Knowledge of selected topics in strategic management through discussions, case studies, presentations and written assignments. <p>Methodological skills:</p> <ul style="list-style-type: none"> – Ability to relate theoretical findings to concrete areas of application in strategic business management; – Ability to deal with methods of strategic and operative planning in depth and to apply in particular the methods of strategic planning to concrete tasks; – Proficiency in the methods used to analyse the starting situation of the company and the business environment; – Ability to implement strategic business management in companies; – Knowledge of the necessary steps for creating a business plan. <p>Discernment skills:</p>

	<ul style="list-style-type: none"> – Recognition of essential strategic problems of business management; – Ability to evaluate and select strategic alternatives; – Ability to interpret methodological results at the operational and strategic level; – Awareness of the difference between effectiveness and efficiency in the context of strategic business management. <p>Operational skills:</p> <ul style="list-style-type: none"> – Proficiency in the process of setting up a strategic planning system; – Ability to coordinate and apply management tools, especially strategic planning, in a context-specific manner; – Ability to perform management tasks in an interdisciplinary and holistic way; – Ability to deal with issues in the field of business management on a sound academic basis.
Module content	<ul style="list-style-type: none"> – Social responsibility of the company (nature and characteristics); – Strategic business management - a basic model; – Entrepreneurial vision; – Conception of company policy, – Formulation of strategy; – Comparison of the different concepts of strategic management; – Business plan and business planning; – Management concepts, management styles and management behaviour; – Management functions; – Strategic business management and functional policies; – Managerial excellence; – Development directions of strategic business management. – Systematic analysis of selected complex and interdisciplinary topics of business management.
Courses	<p>VO Strategic Business Management I (WM1.1, 2 hours per week, 3 ECTS)</p> <p>VO Strategic Business Management II (WM1.2, 2 hours per week, 3 ECTS)</p> <p>UV Strategic Business Management (WM1.3, 2 hours per week, 4 ECTS)</p>
Type of exam	Combined examination

Module name	Restricted Elective Module 2: Business Finance and Taxes
Module code	SWK 16-WM2
Total workload	10 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Knowledge of tax norms (especially EStG, KStG) with regard to constitutive business decisions in the context of company formation, current taxation and final company taxation in a national context; – Ability to develop proposals de lege ferenda within the normative framework of business taxation; – Ability to differentiate relevant legal norms with regard to concrete case solutions under aspects of tax optimisation.

	<p>Methodological skills:</p> <ul style="list-style-type: none"> – Application of legal methods (e.g. reading, interpretation of legal provisions); – Application of the methods of business tax planning theory (e.g. assessment simulation, calculation of critical values); – Assessment of proposals de lege ferenda within the normative framework of business taxation; – Ability to combine suitable legal and business methods of business taxation in concrete entrepreneurial decision-making situations (case solutions) <p>Discernment skills:</p> <ul style="list-style-type: none"> – Ability to differentiate and assess relevant and decision-related legal norms in a critical and normative manner; – Ability to derive and interpret methodological results of business taxation planning theory. – Ability to assess business decisions taking into account taxes and to evaluate and select alternatives. <p>Operational skills:</p> <ul style="list-style-type: none"> – Ability to derive theoretically sound recommendations of a critical and normative nature to the legislator; – Ability to develop and assess business decisions based on theory and to derive tax optimisation strategies; – Ability to derive normative recommendations to the legislator on a case-by-case basis and to assess business decisions and derive tax optimisation strategies.
Module content	<ul style="list-style-type: none"> – Teaching of basic knowledge in the theory of tax effects in business-relevant questions, especially in connection with the planning of legal forms, current business decisions and termination procedures in a national context; – Teaching of methodical approaches to tax optimisation in connection with business tax planning theory; – Imparting of a critical and normative view of the existing legal situation; – Processing of case studies for the systematic analysis of selected theoretical and quantitative topics of business taxation; – Covering of selected topics of normative and quantitative business tax theory through discussion and presentations.
Courses	<p>VO Business Finance and Taxes I (WM2.1, 2 hours per week, 3 ECTS)</p> <p>VO Business Finance and Taxes II (WM2.2, 2 hours per week, 3 ECTS)</p> <p>UV Business Finance and Taxes (WM2.3, 2 hours per week, 4 ECTS)</p>
Type of exam	Combined examination

Module name	Restricted Elective Module 3: Financial Markets and Financial Services
Module code	SWK 16-WM3
Total workload	10 ECTS
Learning outcomes	<p>Professional skills:</p> <ul style="list-style-type: none"> – Knowledge of the functioning of financial markets; – Knowledge of portfolio management and financial assets; – Knowledge of the basic models of portfolio management and finance. <p>Methodological skills:</p> <ul style="list-style-type: none"> – Application of simple mathematical and econometric methods of finance. <p>Discernment skills:</p> <ul style="list-style-type: none"> – Assessment of the circumstances and interrelationships of financial market activity; – Assessment of financial assets and financial instruments with regard to their potential application in portfolio management; – Assessment of simple capital market theoretical models and their application possibilities and limits. <p>Operational skills:</p> <ul style="list-style-type: none"> – Application of theoretical knowledge to concrete questions and case studies.
Module content	<ul style="list-style-type: none"> – Functions and typologies of financial markets; – Duties of central banks; – The banking system and its regulation; – Stock markets and exchanges; – Bond and other securities markets; – Investment funds and private capital markets; – Process of asset allocation; – Theoretical principles of securities management; – Bond valuation and management; – Stock valuation and management; – Use of derivatives in investment; – Performance measurement and attribution; – Decisions under uncertainty.
Courses	VO Financial Markets (WM3.1, 2 hours per week, 3 ECTS) VO Financial Services (WM3.2, 2 hours per week, 3 ECTS) UV Financial Markets and Financial Services (WM3.3, 2 hours per week, 4 ECTS)
Type of exam	Combined examination

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