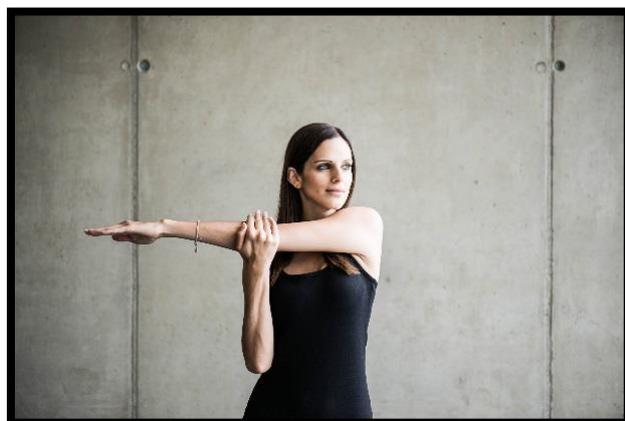


# STUDY YOUR *DREAM.*

**FH JOANNEUM, Campus Bad Gleichenberg**

---



# International Programme

Spring Semester 2019/2020



**FH | JOANNEUM**  
Gesundheitsmanagement  
im Tourismus

Health Management in Tourism, Bachelor (GMT)

Health-, Tourism- and Sport Management, Master (GTS)

**FH | JOANNEUM**  
Diätologie

Dietetics and Nutrition

(DIO)

**FH | JOANNEUM**  
Ergotherapie

Occupational Therapy

(ERG)

# BG town - Small is *Beautiful.*



Marion Luttenberger

## *Studying in the picturesque landscape of Eastern Styria*

What makes studying in Bad Gleichenberg so special? Bad Gleichenberg has a long tradition as a spa resort and training centre for the tourism and hotel industry which makes it an ideal location for the FH JOANNEUM's degree programmes in tourism and health sciences. The special strengths of the region lie in tourism, wellness, health and eco-technology.

Nature is the key to the region's attractiveness. During spring and early summer, you will be surrounded by an amazingly green and lovely landscape and in autumn the grape harvest and fall colours attract many to the area. Even in winter the area has its own special charm. Forests, hills and mountains are just around the corner whenever one feels like a little hiking trip or just relaxing in a health-promoting natural environment. The leisure opportunities in Bad Gleichenberg range from nature experiences in the picturesque rolling landscape of eastern Styria to a wide variety of sporting activities. For relaxing, a wide range of possibilities is also available.

The FH campus is nestled in these green surroundings, directly across from one of the largest spa parks in Europe, and its modern infrastructure offers students an ideal environment for practical and career-focused training. The classrooms are bright and equipped with the latest technological standards.

Students at Bad Gleichenberg enjoy easy access to faculty and a close relationship with their fellow students. Because the campus is so small, everyone seems to know everyone. It is very hard to get lost here, either physically or otherwise. "Bad Gleichenberg is an unusual, but diverse and unique place to study. Once you have experienced the great student atmosphere here, you won't want to miss it", says Marlene Moser, graduate of Health Management in Tourism.



## *Your Study Choices*

At FH JOANNEUM in Bad Gleichenberg there are three different Institutes (Health and Tourism Management, Dietetics and Nutrition and Occupational Therapy) which offer four different degree programmes in the area of health sciences:

**Health Management in Tourism (BA) – GMT**

**Health-, Tourism- and Sport Management (MA) – GTS**

**Occupational Therapy (BA) – ERG**

**Dietetics and Nutrition (BA) -- DIO**

Bad Gleichenberg's three Institutes have joined forces to offer you a programme in English.

We offer around 96 ECTS in English for all incoming students. You can choose any of the listed courses. Students with a good command of German can also choose other courses offered by the four programmes.

If you have any special interests or if your home curriculum requires that you take a particular class not listed here, please contact the international coordinators

- Jim Miller (**GMT, GTS**) [James.Miller@fh-joanneum.at](mailto:James.Miller@fh-joanneum.at)
- Elisabeth Fattinger (**DIO**) [Elisabeth.Fattinger@fh-joanneum.at](mailto:Elisabeth.Fattinger@fh-joanneum.at)
- Katrin Pechstädt (**ERG**) [katrin.pechstaedt@fh-joanneum.at](mailto:katrin.pechstaedt@fh-joanneum.at)

They will see if there are options available.



## If you are interested:

### *First step:*

Your university must nominate you as an Erasmus student at our institution ([international@fh-joanneum.at](mailto:international@fh-joanneum.at)).

At the same time, please contact **Jim Miller (Health Management/Tourism)**, **Elisabeth Fattinger (Dietetics)** or **Katrin Pechstädt (Occupational Therapy)** for all academic matters. They will advise you in putting together your Learning Agreement.

Nomination deadline is the 1st of November, 2019. The number of participants for this programme is limited.

### *Second step:*

After receiving your nomination, we will start the online application process. You will receive an application link together with further instructions on how to complete your application.

### *Third Step:*

Once you have been nominated by your home university and accepted by FH JOANNEUM, please contact Stefan Strohmaier ([stefan.strohmaier@fh-joanneum.at](mailto:stefan.strohmaier@fh-joanneum.at)) for all organizational issues, such as housing, travel, insurance, etc.

## Start of the Winter Semester:

Health Management in Tourism & Dietetics & Nutrition: **24<sup>th</sup> of February, 2020**

Occupational Therapy: **10<sup>th</sup> of February, 2020**

## *Who is who in Bad Gleichenberg?*

### **Stefan Strohmaier**

2nd floor, Room 221

[stefan.strohmaier@fh-joanneum.at](mailto:stefan.strohmaier@fh-joanneum.at)

Tel.: +43 316 5453 6722

Office hours: mornings

#### **Roles:**

International Office Bad Gleichenberg

- General information and advice
- Advice on accommodation, visa requirements and residency documents
- Ongoing advice and support
- Help with administration matters (registration with the authorities and insurance)
- Buddy programme
- Tandem programme
- Organisation of German as a Foreign Language courses at the Bad Gleichenberg Campus
- Orientation days on the B.G. campus



### **Jim Miller**

2<sup>nd</sup> Floor, Room 216

[james.miller@fh-joanneum.at](mailto:james.miller@fh-joanneum.at)

Tel.: +43 316 5453 6714

#### **Roles:**

International coordinator for the Institute of Health and Tourism Management

Instructor, Institute of Health and Tourism Management

Deputy Head of Institute of Health and Tourism Management



### **Elisabeth Fattinger**

1<sup>st</sup> Floor, Room 115

[elisabeth.fattinger@fh-joanneum.at](mailto:elisabeth.fattinger@fh-joanneum.at)

Tel.: +43 316 5453 6764

#### **Roles:**

International Coordinator for the Institute of Dietetics & Nutrition

Instructor: Institute of Dietetics and Nutrition and the Institute of Occupational Therapy



### **Katrin Pechstädt**

1<sup>st</sup> Floor, Room 120

[katrin.pechstaedt@fh-joanneum.at](mailto:katrin.pechstaedt@fh-joanneum.at)

Tel.: +43 316 5453 6787

#### **Roles:**

International Coordinator for the Institute of Occupational Therapy

Fulltime instructor: Institute of Occupational Therapy



### **Eva Adamer-König**

Head of the Institute of Health and Tourism Management

[eva.adamer-koenig@fh-joanneum.at](mailto:eva.adamer-koenig@fh-joanneum.at)

### **Gabriele Schwarze**

Head of the Institute of Occupational Therapy

[gabriele.schwarze@fh-joanneum.at](mailto:gabriele.schwarze@fh-joanneum.at)

### **Elisabeth Pail**

Head of the Institute of Dietetics and Nutrition

[elisabeth.pail@fh-joanneum.at](mailto:elisabeth.pail@fh-joanneum.at)

## *Where to stay in Bad Gleichenberg?*

### ÖJAB Haus Bad Gleichenberg

This new residence provides accommodation for 164 students in single and double rooms. All rooms are fully furnished and have their own shower and toilet. Rooms for students with special needs are also available.



#### Details:

**distance to FH JOANNEUM:** 350 meters

**price:** single room from 290 euros, double room 260 euros, studios from 420 euros per person per month, including breakfast buffet (Mon-Fri),  
19 to 24 m<sup>2</sup> depending on room type

- free internet access, utilities (heating, power, water etc.), operating costs, cleaning service, telephone connection (landline).
- Telephone, satellite TV and internet connections in every room
- shared kitchen on each floor. In-house facilities include laundry, sauna, fitness room, study and TV room, bicycle storage.
- friendly atmosphere and joint activities and projects, as in all ÖJAB residences
- parking

The rental period is from 1 September to 30 June, or for a full year on request. **Exchange students are also accepted for shorter periods.** The rental agreement can be terminated on a semi-annual basis in accordance with Austrian student residence law.

For a current list of prices for all room categories and for pertinent details regarding the rental requirements, see <https://www.oejab.at/en/students/dormitories/badgleichenberg>

**Further information and applications:**

ÖJAB-Haus Bad Gleichenberg  
Student dormitory

Albrechtstraße 8  
A-8344 Bad Gleichenberg, Austria

Housing Manager

Ms. Claudia Van de Meij

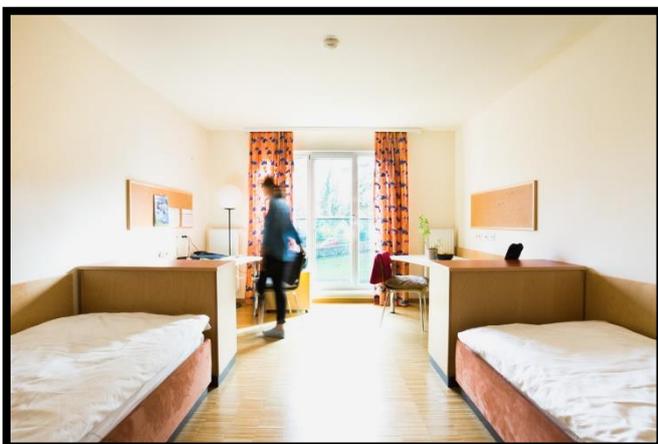
Phone: +43 3159 / 41700 / 51

Email: [badgleichenberg@oejab.at](mailto:badgleichenberg@oejab.at)

Web: <https://www.oejab.at/en/students/dormitories/badgleichenberg#content-anchor>



**Impressions from the ÖJAB:**



Quelle: <https://www.oejab.at/en/students/dormitories/badgleichenberg>

## Bad Gleichenberg student residence

This student residence has 42 single rooms. Eighteen of the rooms are organized in two-room suites with a small shared kitchen and shared bath.

The remaining 24 rooms are arranged in suites of three rooms with a shared bath. The residents of these rooms have a large shared kitchen at their disposal.

### Details:

- distance to FH JOANNEUM campus: 100 metres
- price: 250 euros / month
- approx. 20 m<sup>2</sup> (including adjoining room)
- parking for residents
- Sat-TV and free Internet access
- Accommodation is normally contracted for a ten-months period, but exchange students are accommodated for shorter periods.

### Further information and application:

Mag. Peter Hochleitner

Phone: +43 664 3016135

Email: [peter.hochleitner@kem.at](mailto:peter.hochleitner@kem.at)



## Private Rooms and Apartments

### Christine Fitzthum

2 apartments (38 m<sup>2</sup> /65 m<sup>2</sup>)

Phone: +436643016135

### Monschein

3 apartments, 3 double rooms, 1 single room

Phone: +4331592336

### Gerhard Prassl

4 studios, 1 shared flat

Phone: +4369916616606

### Manfred Schober

5 single rooms

Phone: +436642116865

### Christine Trink

4 apartments

Phone: +43315945555



The prices for private apartments are between 200, - and 300, - euros.

## Student rooms in Villa Ungarische Krone

Phone: +436642434067

Email: [info@villaungarischekrone.at](mailto:info@villaungarischekrone.at)

Web: <https://villaungarischekrone.at/>



The prices for private apartments range between 200 and 300 euros. For more information about private accommodation, you can contact the municipal office of Bad Gleichenberg: [gde@bad-gleichenberg.gv.at](mailto:gde@bad-gleichenberg.gv.at)

## *Academic Calendar Spring 2020*

<b>Nomination Deadline</b>	<b>1 November 2019</b>
<b>PREMIUM PACKAGE</b>	<b>3 – 21 February 2020</b>
<b>ADMIN PACKAGE (mandatory!)</b>	<b>17 – 20 February 2020</b>
<b>CULTURE &amp; FUN PACKAGE</b>	<b>17 – 21 February 2020</b>
<b>LANGUAGE PACKAGE</b>	<b>3 – 20 February 2020</b>
<b>Beginning of Classes</b>	<b>24 February 2020</b> <i>(Occupational Therapy: 10 February 2020)</i>
<b>End of academic classes</b>	<b>29 June 2020</b>
<b>Exam Period</b>	<b>Exams at the end of each class or module</b>
<b>Holidays</b> (no classes)	
Eastern Holidays	<b>6 – 19 April 2020</b>
National Holiday	<b>1 May 2020</b>
Ascension of Christ	<b>21 May 2020</b>
White Monday	<b>1 June 2020</b>
Corpus Christi	<b>11 June 2020</b>
Summer Break	<b>29 June – 29 September 2020</b>



## *Degree Programmes @ Campus Bad Gleichenberg*

### **Health Management in Tourism (Bachelor)**

The Institute of Health and Tourism Management offers the only university-level degree programme in Austria which connects basic knowledge of health sciences with a strong grounding in the tourism and leisure business. The curriculum of the bachelor's degree programme in Health Management in Tourism prepares students to assist in organizing and implementing health-promotion and health-counselling programmes, as well as tasks concerning leisure, tourism and health tourism. Bachelor graduates either continue on for a master's degree or enter the job market directly. They are usually hired as assistant managers in health resorts, wellness facilities, hotels, leisure and event management operations and tourism associations, as well as in health promotion work programmes, public agencies dealing with health issues, or other health-related institutions. After passing the bachelor examination at the end of the sixth semester, students graduate with the degree of "Bachelor of Arts in Business" (BA). A full list of all lecturers and the current curriculum can be found at <https://www.fh-joanneum.at/en/institut/health-and-tourism-management/>

### **Health-, Tourism- and Sport Management (Master)**

The master's degree programme in Health- Tourism- and Sport Management trains managers and experts in the organisation and implementation of health promotion projects and tourist activities for the leisure industry and the health tourism sector. The programme provides a solid knowledge in special areas of the health tourism industry, and students receive a thorough grounding in the fields of management and organization. Students can choose among three different concentrations within the master: Health Tourism & Leisure Management, Health Management & Public Health and Sports & Event Management. On passing the master's degree examination after four semesters, students graduate as a "Master of Arts in Business" (MA). Graduates of the master's degree programme in Health-, Tourism- and Sport Management able to plan and organize health promotion and health counselling, sports and touristic services on the basis of scientific criteria, practical experience, and international developments. A full list of all lecturers and the current curriculum can be found at <https://www.fh-joanneum.at/en/institut/health-and-tourism-management/>

## Dietetics & Nutrition (DIO)

There is an increasing interest in health matters in today's society, especially concerning health maintenance and health promotion, due to a notable increase in the incidence of nutrition-related diseases. As a result, dietitians have a broad spectrum of career opportunities in the fields of counselling, training and health promotion. The bachelor's degree programme in Dietetics and Nutrition trains students as experts with technical-methodical competence in independently planning and carrying out the nutritional consulting and therapy process. Furthermore, students in the programme acquire fundamental knowledge of nutrition management, catering management and nutrition marketing. Theoretical lectures based on the most recent scientific findings, as well as practical sessions under the supervision and with the guidance of teaching staff, form the basis of successful work placements. On completion of the six-semester bachelor's degree programme, students are awarded the title, "Bachelor of Science in Health Studies" (BSc). Dietitians can work in hospitals, offer nutritional instruction or serve in tourism facilities offering training programmes with nutritional consulting services. A full list of all lecturers and the current curriculum can be found at <https://www.fh-joanneum.at/diaetologie/bachelor/en/>

## Occupational Therapy (ERG)

Occupational therapists treat clients with reduced mobility or other problems limiting their participation in social life, resulting from an accident, illness, developmental delay or in cases where reduced mobility may develop. The bachelor's degree programme in occupational therapy offers evidence-based theoretical and practical training as well as instruction in mechanical-creative skills and everyday activities. The internships in the second, fourth, fifth and sixth semesters give students the opportunity to put theoretical knowledge into practice under the supervision and guidance of experts. The two bachelor papers in the fifth and sixth semesters sharpen students' skills in the scientific analysis of specific cases. On completion of the six-semester course graduates are awarded the title "Bachelor of Science in Health Studies" (BSc). Occupational therapists work not only in acute treatment and rehabilitation but also in health promotion and preventative health care. A full list of all lecturers and the current curriculum can be found at <https://www.fh-joanneum.at/ergotherapie/bachelor/en/>

## *Research Competence Areas*

Apart from teaching, research and project work play an important role at FH JOANNEUM University of Applied Sciences. The three institutes located on the Bad Gleichenberg campus have developed several Research Competence Areas that actively engage in research and project work. These include:

### **Sport Science Laboratory**

The Sport Science Laboratory (Sportwissenschaftliches Labor—or SpoWiLab for short) in Bad Gleichenberg develops diagnostic packages and training plans for its clients and partners tailored to their specific needs and requirements. The spectrum of services ranges from endurance, strength, speed and coordination diagnostics to biomechanical analyses. The SpoWiLab usually has several of volunteer students helping at all times, so if you are interested, just ask a SpoWiLab staff member about it and they will help you set up a volunteer experience in the lab. Typical tasks are collection and processing of data, assisting in field tests and literature research.



### **Research Unit in Health Tourism and Management**

This unit focuses on the business of health tourism, particularly at the nexus of increasing leisure time on the one hand and health, relaxation and well-being on the other. In addition to consumer research this involves macro- and microeconomic analysis of relevant markets. Consulting services are supplied to commercial partners such as hotels, spas, wellness facilities and health tourism destinations.

## Research Unit in Public Health and Health Management

This unit carries out projects in a variety of settings in order to meet current health challenges facing society, and offer clients scientifically based problem-solving competence. The range of services includes:

- planning, execution and evaluation of projects in health promotion, prevention and cure and rehabilitation
- workplace health promotion for firms, as well as network solutions for regions and business branches
- health impact assessment
- health reporting
- participatory health research with different target groups (youth, employees, seniors, etc.)
- development of health mission statements for municipalities, provinces and organisations
- development and implementation of health promotion strategies, concepts and measures
- health conference planning and organization

## Research Unit of Occupational Therapy

As "doing" is one of the main objects in occupational therapy's theory, as well as in occupational science, the main aim of the research unit is to put theory into praxis. Occupational therapy research focuses on evidence for different approaches used in occupational therapy. Occupational science focuses on the interdisciplinary exploration of occupations and related factors. Therefore, interdisciplinary projects are planned and performed to gather evidence and knowledge regarding these topics.

## Health Perception Lab

The Health Perception Lab is unique in Austria in its focus on applied sensory perception research aimed at sustainable health promotion, prevention and therapy. Though led by the Institute of Dietetics, the laboratory is an interdisciplinary project involving input from a total of seven other institutes of FH JOANNEUM. Through this symbiosis a whole range of interesting research questions can be addressed in cooperation with industry partners.

## Course Catalogue Campus Bad Gleichenberg

Please be aware that Incoming Students can take courses from the lists of all three institutes and the International Office.

### Health and Tourism Management

Abbreviation	Course Code	Course	ECTS
CRM	160369208	Customer Relationship Management	3 ECTS
ENG2	160369213	English for Professionals in Health and Tourism II: Business English	1.5 ECTS
ENG5	160369609	English for Professionals in Health and Tourism V: The Tourism Sector	1.5 ECTS
ARA2	160369214	Arabic II	2 ECTS
ARA5	160369610	Arabic V	2 ECTS
RUS2	160369214	Russian II	2 ECTS
RUS5	160369610	Russian V	2 ECTS
CHI2	160369214	Chinese II	2 ECTS
CHI5	160369610	Chinese V	2 ECTS
HMA2	160369603	Hospitality Management II: Trends and Challenges**	2.5 ECTS
SRT	160369614	Sustainable Rural Tourism**	4 ECTS
ADP	160369612	Addiction and Prevention	4 ECTS
ANS	160369613	Advanced Nutrition Skills	4 ECTS
***	100369215	Spa Operations*	10 ECTS
***	100369118	Austrian History and Culture*	2 ECTS
***	160369618	Culture in Health and Tourism	5 ECTS
***	130370211	Culture and Urban Tourism**	2 ECTS
NTOU	180370208	Health and Nature Tourism**	3 ECTS
BRMT	180370209	Balanced Resource Management in Tourism	2 ECTS
HIAP	180370210	Health in all Policies	3 ECTS
EHPP	180370211	Evidence-based Health Promotion and Prevention	3 ECTS
		<b>Total</b>	<b>62.5 ECTS</b>

### International Office

Abbreviation	Course Code	Course	ECTS
DaF	-	German Courses	3-5 ECTS
TL	-	Tandem Learning	2 ECTS
		<b>Total</b>	<b>5-7 ECTS</b>

### Dietetics & Nutrition

Abbreviation	Course Code	Course	ECTS
ENG2I	190460211	English for Health Professionals 2	1 ECTS
KWN2S	190460213	Body Perception	1 ECTS
DSC4I	140460409	Diet, society, culture and cross-cultural competence	3 ECTS
EOE4I	140460404	Nutrition and Ecology	1 ECTS
PH6I	140460605	Public Health	1 ECTS
PR1	190460218	Career Exploration: Professional Internship 1	3.5 ECTS
PR2	140460412	Professional Internship 2	5.5 ECTS
		<b>Total</b>	<b>16 ECTS</b>

### Occupational Therapy

Abbreviation	Course Code	Course	ECTS
		<b>Course schedule and description not yet available</b>	
		<b>TBA</b>	
		<b>Total</b>	

\* Online course

\*\* This course involves an excursion, which will result in costs to the student.

\*\*\* Be aware the semester starts at the 16th of September 2019 for occupational therapy students!

\*\*\*\* These courses are for incomings only and cannot be found in the online schedule. For that reason, they have no abbreviation. See Jim Miller for scheduling details.

# Course descriptions – Spring Semester 2020

## Health Management in Tourism, Bachelor (GMT)

**Please be aware that Incoming Students can take courses from the lists of the other institutes.**

### Customer Relationship Management CRM

**Course code:** 160369208

**Course type:** Lecture /Discussion (ILV)

**Semester:** Bachelor, 2nd

**ECTS Credits:** 3 ECTS

**Lecturer:** Manuela Tooma

**Learning outcome:** Students will get a theoretical input, learn and experience theory behind complaint management - an important part of CRM in the hospitality industry. They will also be trained on how to use a technical CRM tool; Micros-Fidelio which is a leading IT solutions vendor and hosting provider for the hospitality industry. As retaining and hosting guests is one of the key issues of CRM, students will have the opportunity to be trained on how to taste wine & cheese in this course.

The goals of the course are to develop the student in:

- the basics of Customer Relationship Management
- using a hotel software (Fidelio)
- an understanding of complaint management
- an understanding of the importance of guest comments and how to deal with them
- creating an evaluation tool for visitor attractions

**Course content:** The so-called typical customer no longer exists and, thanks to the internet and the trend towards globalization, consumers have more choices than ever before. This forces companies to invent new methods of interacting with customers to reduce costs and gain market share. Companies started to focus on who is buying rather than how many products and services can be sold.

Customer Relationship Management (CRM) is a relatively new expression which has only been in use since the early 1990s. There are several definitions to describe the nature of CRM; however, what they have in common though is the understanding

that CRM is a strategic tool – used by organizations to manage their interactions with customers.

**Teaching methods:** Through lectures and exercises students will get a theoretical input, learn and experience theory behind complaint management - an important part of CRM in the hospitality industry. They will also be trained on how to use a technical CRM tool; Micros-Fidelio which is a leading IT solutions vendor and hosting provider for the hospitality industry. As retaining and hosting guests is one of the key issues of CRM, students will have the opportunity to be trained on how to taste wine & cheese in this course.

**Prerequisites:** None

**Assessment methods:** Written final exam: 60%, participation: 10%, mystery visit: 10%, Fidelio certification: 20%"

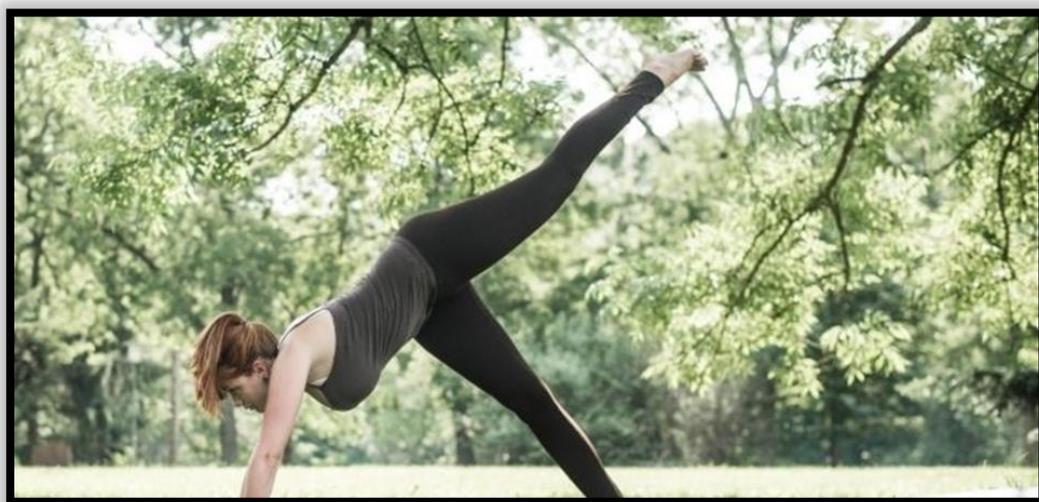
**Language of instruction:** English

**Literature:** Buttle, F. (2009). Customer Relationship Management: Concepts and Technology. (2nd Edition). Oxford: Elsevier.

Dyché, J. (2007). The CRM Handbook: A Business Guide to Customer Relationship Management. Indianapolis: Addison-Wesley.

Gardini, M. (2009). Handbuch Hospitality Management. Frankfurt/M.: Deutscher Fachverlag.

Raab, G.; Ajami, R.; Gargeya, V. & Goddard, J. (2009). Customer Relationship Management: A Global Perspective. Farnham: Gower Publishing Ltd.



## English for Professionals in Health and Tourism II: Business English

ENG2

**Course code:** 160369213

**Course type:** Exercise (UE)

**Semester:** BA, 2nd

**ECTS Credits:** 1.5 ECTS

**Lecturer:** Caroline Werk

**Learning outcome:** Students will be able to give informed opinions in speaking and writing on health and tourism related topics, compose a Curriculum Vita (CV) and a cover letter according to the English language and culture conventions, adapt them to the specifications of the advertised position, and carry themselves in a professional manner in job interviews.

**Course content:** This course is meant to introduce students to the working world, improve their ability to compete in the job market, produce effective job applications and carry themselves in a professional manner during job interviews. The emphasis will be on removing barriers to language production, including ones created by inhibition and fear of making mistakes. Grammar will be reviewed in further detail and field specific vocabulary will be trained with the purpose of encouraging discussions on health and tourism related topics.

**Teaching methods:** Lectures, exercises and homework.

**Prerequisites:** English 1

**Assessment methods:** Fidelio

**Language of instruction:** English

**Literature:** Downes, Colm (2008). Cambridge English for Job Hunting. Cambridge, UK: CUP.

Maun, Richard (2010/2012). Job Hunting 3.o. 2nd ed. Singapore: Marshall Cavendish Business.



## English for Professionals in Health and Tourism V: The Tourism Sector ENG5

**Course code:** 160369609

**Course type:** Exercise (UE)

**Semester:** BA, 6th

**ECTS Credits:** 1.5 ECTS

**Lecturer:** Caroline Werk

**Learning outcome:** Students will improve their language awareness and performance with particular focus on business meetings and negotiations. They will learn how to structure, chair and facilitate meetings, and use the relevant language effectively. They will be able to write an agenda and minutes of a meeting. Students will improve professional English as the working language during negotiations in an international business environment, be better able to identify, prevent and manage conflicts, and improve their ability to participate in a discussion. Students will be able to give constructive feedback to colleagues and reflect in one's individual performance.

**Course content:** Students will learn how to organize, chair and participate in business meetings, learn negotiation and conflict management basics.

**Teaching methods:** Lectures, exercises and homework.

**Prerequisites:** English 4

**Assessment methods:** Homework: 30%, participation: 20%, final exam: 50%

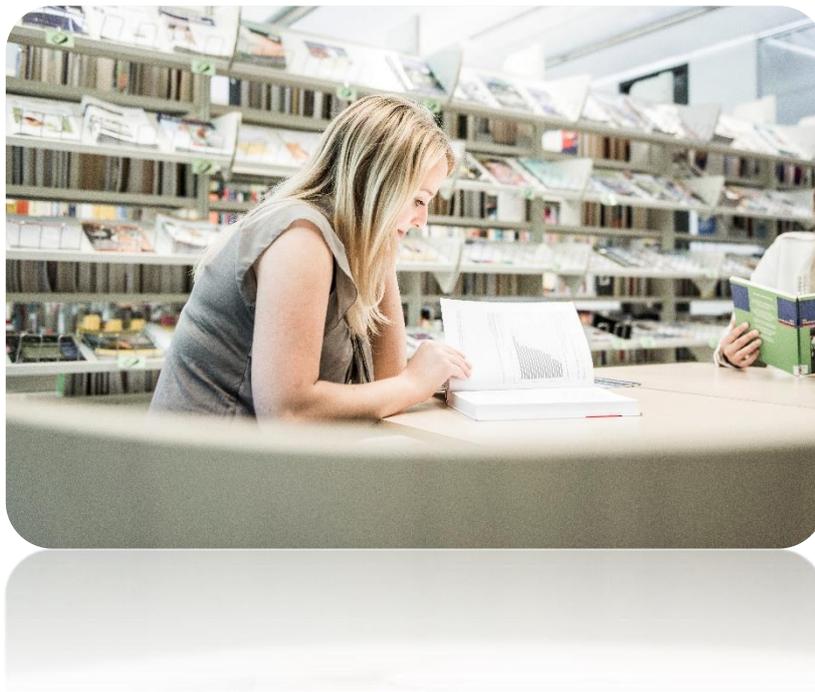
**Language of instruction:** English

**Literature:** Rosenberg, M. (2001). Communicative Business Activities. Wien: öbv et hpt.  
Rosenberg, M. (2005). In Business. Cambridge: Cambridge University Press.  
Trappe, T. & Tullis, G. (2005). Intelligent Business. Longman.  
Utley, D. (2004). Intercultural Resource Pack. Cambridge University Press.  
Wallwork, A. & Sheard, N. (2001). International Express: Teacher's Resource Book. Upper Intermediate Level. Oxford University Press.



## Arabic II ARA2

<b>Course code:</b>	160369214
<b>Course type:</b>	Exercise (UE)
<b>Semester:</b>	BA, 2nd
<b>ECTS Credits:</b>	2 ECTS
<b>Lecturer:</b>	Saqri El Mostafa
<b>Learning outcome:</b>	Skills in listening, reading, speaking and writing will be practiced. Students will learn to engage in simple conversations in order to make themselves understood in basic everyday situations. Cultural competence will also be fostered.
<b>Course content:</b>	Already existing language skills will be expanded upon using communication-oriented language instruction based on a textbook and additional teaching materials (texts, recordings, country-specific materials, etc.).
<b>Teaching methods:</b>	Lectures, exercises and homework.
<b>Prerequisites:</b>	Arabic 1
<b>Assessment methods:</b>	Homework: 20%, participation: 20%, midterm exam: 20%, final exam: 40%
<b>Language of instruction:</b>	Arabic
<b>Literature:</b>	Labasque, N. (2014). Salam. Arabisch für Anfänger (mit CD). Stuttgart: Klett Verlag.



## Arabic V ARA5

- Course code:** 160369610
- Course type:** Exercise (UE)
- Semester:** BA, 6th
- ECTS Credits:** 2 ECTS
- Lecturer:** Saqri El Mostafa
- Learning outcome:** Participants will be able to form simple sentences about their experiences and express their opinions on everyday topics.
- Course content:** Existing language skills in listening, reading, speaking and writing will be expanded. The focus is on work, school and leisure, etc. Grammar and vocabulary will be reinforced and expanded upon.
- Teaching methods:** Lectures, exercises and homework.
- Prerequisites:** Arabic 4
- Assessment methods:** Homework: 20%, participation: 20%, midterm exam: 20%, final exam: 40%
- Language of instruction:** Arabic
- Literature:** Labasque, N. (2014). Salam. Arabisch für Anfänger (mit CD). Stuttgart: Klett Verlag.



## Russian II RUS2

**Course code:** 160369214

**Course type:** Exercise (UE)

**Semester:** BA, 2nd

**ECTS Credits:** 2 ECTS

**Lecturer:** Elisaweta Engelmaier

**Learning outcome:** At the end of the course, students will be able to:

- tell what country they come from
- explain their language skills
- give details about possessions
- speaks about their preferences
- tell what time of day it is and explain daily routines
- describe things that have happened in the past
- express wishes
- understand simple sentences based on everyday expressions

**Course content:** Already existing grammar and vocabulary skills will be reinforced. The course emphasizes oral expression and comprehension. Dialogues, role-playing and group work are used to develop these skills. Written homework from the workbook will promote writing skills.

**Teaching methods:** Lectures, exercises and homework.

**Prerequisites:** Russian 1

**Assessment methods:** Homework: 20%, participation: 20%, midterm exam: 30%, final exam: 30%

**Language of instruction:** Russian

**Literature:** Chernyshov, S. (2013). Let's go! Russian for adults. A course for beginners. 12th ed. St. Petersburg: Zlatoust.



## Russian V RUS5

<b>Course code:</b>	160369610
<b>Course type:</b>	Exercise (UE)
<b>Semester:</b>	BA, 6th
<b>ECTS Credits:</b>	2 ECTS
<b>Lecturer:</b>	Iryna Orlova
<b>Learning outcome:</b>	Students will be able to deal with Russian-speaking tourists in their own language within a professional tourism environment in everyday situations.
<b>Course content:</b>	The course prepares students to communicate with Russian tourists in common situations: greetings; check-in in a hotel; ordering in a restaurant; short dialogues.
<b>Teaching methods:</b>	Lectures, exercises and homework.
<b>Prerequisites:</b>	Russian 4
<b>Assessment methods:</b>	Homework: 20%, participation: 30%, midterm exam: 20%, final exam: 30%
<b>Language of instruction:</b>	Russian
<b>Literature:</b>	Чернышов С.И. Поехали!: Русский язык для взрослых. Начальный курс. СПб: Liden&Denz, Златоуст, 2005. Seyr, B. & Smirnov, A. (2005). Russisch im Tourismus. Linz: Trauner Verlag. Мост 1. (2010). Lehrbuch für Anfänger. Stuttgart: Klett. PONS. Grammatik Russisch, kurz und bündig. Stuttgart: Klett, 2002. Malyshev G.G. Russian grammar in pictures for beginners. St.Petersbug: Zlatoust, 2009.



## Chinese II CHI2

**Course code:** 160369214

**Course type:** Exercise (UE)

**Semester:** BA, 2nd

**ECTS Credits:** 2 ECTS

**Lecturer:** Xiaoli CUI

**Learning outcome:** Students will learn how to pronounce and write approximately 150 Chinese character per semester. They will learn how to converse in everyday situations, such as explaining where they live and what their preferences are.

**Course content:** Chinese course that also conveys a basic understanding of Chinese culture, behavior, as well as political and economic aspects.

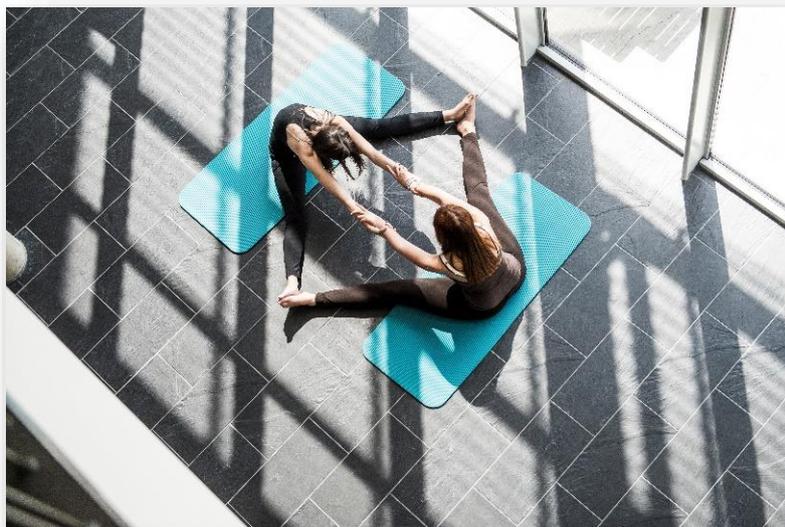
**Teaching methods:** lectures, exercises and homework.

**Prerequisites:** Chinese 1

**Assessment methods:** Homework: 20%, participation: 20%, midterm exam: 20%, final exam: 30%

**Language of instruction:** Chinese

**Literature:** Xun, L. et al. (2014). Das Neue Praktische Chinesisch. Beijing: Language and Culture University Press.



## Chinese V CHI5

<b>Course code:</b>	160369610
<b>Course type:</b>	Exercise (UE)
<b>Semester:</b>	BA, 6th
<b>ECTS Credits:</b>	2 ECTS
<b>Lecturer:</b>	Xiaoli CUI
<b>Learning outcome:</b>	Students will learn how to pronounce and write approximately 150 Chinese character per semester. They will learn how to converse in everyday situations, such as when visiting a doctor or renting a room.
<b>Course content:</b>	Chinese course that also conveys a basic understanding of Chinese culture, behavior, as well as political and economic aspects.
<b>Teaching methods:</b>	Lectures, exercises and homework.
<b>Prerequisites:</b>	Chinese 4
<b>Assessment methods:</b>	Homework: 20%, participation: 20%, midterm exam: 20%, final exam: 30%
<b>Language of instruction:</b>	Chinese
<b>Literature:</b>	Xun, L. et al. (2014). Das Neue Praktische Chinesisch. Beijing: Language and Culture University Press.



## Hospitality Management II: Trends and Challenges HMA2

**Course code:** 160369603

**Course type:** Lecture /Discussion (ILV)

**Semester:** BA, 6th

**ECTS Credits:** 2 ECTS

**Lecturer:** Manuela Tooma

**Learning outcome:** Upon completion, students should be able to demonstrate knowledge of how international hospitality management principles may be applied to real challenges facing industry managers. It is designed to introduce students to timely issues within the hospitality industry and is intended to move students into a managerial mind set with an emphasis on problem-solving skills.

The goals of the course are to develop the student in:

- to gain knowledge about the dynamics of national cultures, organizational cultures and touristic cultures
- to define characteristics of hospitality services for a successful global marketing
- awareness of ethical and social responsibility concepts in the hospitality industry
- to understand the concept of international entrepreneurship

**Course content:** The course "Hospitality Management II" is the academic study of the hospitality industry and builds on the knowledge students have acquired in the "Hospitality Management I" course. In times of rapid structural changes and highly competitive markets, this course focuses on gaining a comprehensive overview of the current trends and challenges of the international hospitality industry.

**Teaching methods:** PowerPoint lectures and student presentations. An excursion to the ITB in Berlin will give students the opportunity to meet market players of the leading platform of the international travel industry. They will have the chance to familiarize themselves with various job opportunities in the hospitality industry. In addition, they will attend selected panel discussions and professional lectures held by hospitality industry experts to gain insights of the industry's current trends and challenges. They will then present what they have learned at the conference.

**Prerequisites:** Hospitality 1 is helpful, but not required.

**Assessment methods:** Written final exam: 60%, presentation: 20%, writing assignment: 20%

**Language of instruction:** English

**Literature:** Clarke, A. & Chen, W. (2009). International Hospitality Management: Concepts and Cases. Oxford: Elsevier Butterworth-Heinemann.

Brotherton, B. (2011). The International Hospitality Industry: Structure, Characteristics and Issues. Oxon, New York: Butterworth-Heinemann.

## Sustainable Rural Tourism SRT

**Course code:** 160369614

**Course type:** Exercise (UE)

**Semester:** BA, 6th

**ECTS Credits:** 4 ECTS

**Lecturer:** Stefanie Schuster

**Learning outcome:** Upon successful completion of the course students should:

- understand the principles of sustainable rural tourism
- grasp the cultural significance of nature and the countryside, especially within an Austrian context, with special attention to the impact of nature on health
- be familiar with the social and political framework in which rural tourism development can take place, especially within an Austrian context
- understand the relationship between agricultural production and possibilities for rural tourism
- understand the planning process involved with rural tourism development
- be able to critically analyze and critique scholarly literature in the field of rural tourism management practices

**Course content:** The course prepares students to implement sustainable tourism projects in rural regions by examining:

- the principles upon which sustainable regional tourism can be developed
- the cultural significance of nature and landscape in connection with tourism
- trends in the demand for rural tourism products
- a cost-benefit evaluation of rural tourism development
- the social and political frameworks in which rural tourism development takes place
- the relationship between agricultural production and the development of rural tourism products
- the participative approach to the conception, planning and implementation of rural tourism development and sustainable tourism strategies

**Teaching methods:** PowerPoint lectures, an excursion and readings provide a basis for student project work and presentations

**Prerequisites:** A background in tourism is helpful, but not required

**Assessment methods:** Project work: 50%, Presentation: 25%, Excursion report 25%

**Language of instruction:** English

- Literature:**
- George, E., Mair, H. & Reid, D. (2009). Rural tourism development: Localism and cultural change. Bristol: Channel View;
- Comen, T. (2006). Integrated rural tourism. n.p.: Institute for Rural Tourism;
- Sharpley, R. & Sharpley, J. (1997). Rural tourism: An introduction. London: Thomson;
- Hall, D., Kirkpatrick, I. & Mitchell, M. (Hg.) (2012). Rural tourism and sustainable business. Clevedon: Channel View;
- Hall, D., Roberts, L. & Mitchell, M. (Hg.). (2004). New directions in rural tourism. Aldershot: Ashgate.



Marion Luttenberger

## Addiction and Prevention ADP

**Course code:** 160369612

**Course type:** Exercise (UE)

**Semester:** BA, 6th

**ECTS Credits:** 4 ECTS

**Lecturer:** Marie-Isabel Placencia-Suarez

**Learning outcome:** On completion of the course students will

- know and understand the Public Health Action Cycle and how it is applied to health promotion and prevention in connection with addiction.
- understand issues related to the different stages of the Public Health Action Cycle and related to planning, implementing and evaluating health promotion and prevention projects in connection with addiction.
- be able to apply their knowledge on planning, implementing and evaluating in health promotion and prevention to a case study.
- know and understand the different classifications of addictions and will be able to critically assess epidemiological information on addiction.
- know and understand the specific principles of addiction and addiction prevention in different populations and must integrate them within their group work.

**Course content:** The course provides a critical reflection on theoretical and practical foundations of effective and sustainable health promotion and prevention as they relate to addiction. Topics covered include:

- definitions and core concepts relating to addiction
- the etiology of addiction
- models of addiction
- target groups of addiction prevention
- approaches and policies regarding addiction prevention

**Teaching methods:** PowerPoint lectures, readings provide a basis for student presentations and project work in connection with a case study.

**Prerequisites:** A background in public health is helpful, but not required

**Assessment methods:** Project work: 50%, Presentation: 50%

**Language of instruction:** English

**Literature:** Köhler, T. (2000). Rauschdrogen und andere psychotrope Substanzen. Stuttgart: Kohlhammer Verlag.

Siegler, R. (2000). Rauschdrogen. Reinbeck bei Hamburg: Rowohlt Verlag.

Benkert, O. (2001). Psychopharmaka. München: Beck Verlag.

Kindermann, W. (1991). Drogen. München: Droemer Knauer.

Uhl, A. (2009). Handbuch Alkohol – Österreich. Wien: BMAGS.

## Advanced Nutrition Skills ANS

**Course code:** 160369613

**Course type:** Exercise (UE)

**Semester:** BA, 6th

**ECTS Credits:** 4 ECTS

**Lecturer:** Norbert Adelwöhrer

**Learning outcome:** On completion of the course students should be able to analyze new tourism trends in connection with food production. They should be able to identify and implement sustainable measures for tourism development based on food trends.

**Course content:** This course deals with: whole-food nutrition, production technologies, storage, distribution and the associated reduction of nutritional value; food processing, preserving, changes in biological value and availability; community catering and HACCP; economic aspects of the implementation of whole-food nutrition in tourist facilities; regional development policy projects (implementation of regional agriculture), Public health nutrition projects, as well as tourist projects, ecological and ethical projects connected to nutrition.

**Teaching methods:** PowerPoint lectures, readings provide a basis for student presentations and project work.

**Prerequisites:** A background in nutrition is helpful, but not required

**Assessment methods:** Project proposal: 20%, Midterm project presentation: 30%, Final project presentation: 50%

**Language of instruction:** English

**Literature:** Arvanitoyannis, I.S. (2009). HACCP and ISO 22000. Application to Foods of Animal Origin. N.p.: Wiley & Sons.

Heiss, R. (2004). Lebensmitteltechnologie, Biotechnologische, chemische, mechanische und thermische Verfahren der Lebensmittelverarbeitung. 6th ed. Berlin: Springer Verlag.



## Spa Operations

**Course code:** 100369215

**Course type:** Online course

**Semester:** Incomings only

**ECTS Credits:** 10 ECTS

**Lecturer:** James Miller

**Learning outcome:** On completing the course, students will:

- be able to explain how the global spa industry evolved
- understand the basics of the spa business, including the types of therapies and treatments typically offered in a spa and the equipment and personnel required to carry them out
- know the basics of spa hygiene and safety issues
- be able to develop staff and reception management systems within spas
- be able to develop a spa retailing plan
- understand the fundamentals of professionalism in a spa context

**Course content:** This course introduces students to spa operations from a spa manager's point of view. As spa operations is a very wide discipline and the spa industry varies from private to public supply, depending on the country in question, the main focus in this course is on basic knowledge about operations in a spa centre, as well as some historical knowledge of spa development and the global spa industry.

**Teaching methods:** Online reading materials and assignments.

**Prerequisites:** None.

**Assessment methods:** Moodle postings on readings: 30%, Research paper: 20%, Spa evaluation: 10%, Final online exam: 40%

**Language of instruction:** English

**Literature:**

- Scott & Harrison. SPA: The Official Guide to Spa Therapy
- Crebin-Bailey, Harcup & Harrington, The SPA Book: The Official Guide to Spa Therapy
- Connor, Godfrey & Milsom, Beauty Treatments
- Smith & Puczko, Health and Wellness Tourism
- Green, Salon Management
- D'Angelo Spa Business Strategies
- Beckman & Le Quesne, The Essential Guide to Holistic and Complementary Therapy

## Austrian History and Culture

**Course code:** 10369118

**Course type:** Lecture/ Discussion

**Semester:** Incomings only

**ECTS Credits:** 2 ECTS

**Lecturer:** James Miller

**Learning outcome:** On completing the course, students will:

- have an understanding of the impact of geography on Austrian culture
- have a better understanding of the role of religion in Austrian society, both in the past and present
- comprehend the basic structures of Austrian politics and economics and how they have developed over the past several centuries
- have obtained a deeper understanding of Austrian high culture and its contributions to the world

**Course content:** This course is meant to introduce foreign students to some of the basic elements of Austrian society and culture, especially from an historical perspective. We will examine how Austrian culture has been formed over the centuries and what influences have come to bear to make Austria what it is today.

**Teaching methods:** Lecture, discussions, excursions

**Prerequisites:** None.

**Assessment methods:** Exam, reflection essay

**Language of instruction:** English

**Literature:** Johnson, L. (1989). *Introducing Austria*. Riverside: Ariadne Press.

Judson, P. (2016). *The Habsburg Empire: A new history*. Cambridge, MA: Harvard University Press.

Steininger, R., Bischof, G. & Gehler, M. (eds.). (2008). *Austria in the twentieth century*. New Brunswick, NJ: Transaction Publishers.

## Culture in Health and Tourism

**Course code:** 160369618

**Course type:** Lecture/ Discussion

**Semester:** Incomings only

**ECTS Credits:** 5 ECTS

**Lecturer:** James Miller and Elisabeth Fattinger

**Learning outcome:** After taking the course students should:

- have an understanding of intercultural communication and its influence in health and tourism settings
- have a better understanding of how social and economic structures frame individuals' opportunities to pursue a healthy lifestyle
- be more aware of the impact cultural circumstances have on health concepts
- comprehend the role of infrastructure on opportunities for health promotion, also in the context of tourism
- have obtained a deeper understanding of Austrian and other lifestyles and how these are related to health and tourism issues

**Course content:** This course is meant to provide incoming students with insight into the impact of cultural, social, economic and political determinants on health and tourism.

**Teaching methods:** Lecture, discussions, group presentations/workshops

**Prerequisites:** None.

**Assessment methods:** Presentation, reflection essay

**Language of instruction:** English

**Literature:** Germov, J. & Williams, L. (2013). A sociology of food & nutrition. Oxford: Oxford University Press.

Hall, E. (1976). "Hotels in Japan," an excerpt from: Beyond culture. New York: Anchor Books, pp. 59-69.

Helman, C. (2007). Culture, Health and Illness. London: Hodder Arnold.

Hofstede, G., Pedersen, P. & Hofstede, G. (2002). Exploring culture: Exercises, stories and synthetic cultures. Yarmouth, Me: Intercultural Press.

Kittler, P. & Sucher, K. (2008). Food and Culture. Belmont, CA: Thomson & Wadsworth.

Napier, A., Depledge, M., Knipper, M., Lovell, R., Ponarin, E., Sanabria, E. & Thomas, F. (2017). Culture matters: Using a cultural contexts of health approach to enhance policy-making. Copenhagen: WHO.

Storti, "A Typical morning in Cairo": Extract from Storti, C. (1989). The Art of Crossing Cultures. Boston: Nicholas Brealey Publishing, pp. 37-43.

## Cultural and Urban Tourism

**Course code:** 130370211

**Course type:** Lecture/ Discussion

**Semester:** Incomings only

**ECTS Credits:** 2 ECTS

**Lecturer:** Elena Paschinger and James Miller

**Learning outcome:** Upon successful completion of the course students will:

- be aware of the complex ways in which cultural tourism is defined
- be able grasp the significance of cultural resources management issues within the field of tourism development
- have an understanding of the demand-side of cultural tourism development
- be familiar with management strategies associated with cultural heritage sites
- be aware of the particular characteristics and problems of tourism in urban settings
- understand the social and political framework in which cultural tourism takes place
- understand the relationship between cultural offerings generally and cultural tourism
- understand how concepts of sustainable tourism development can be applied to cultural tourism
- understand and apply the workings of cultural tourism management to their future areas of work
- grasp the dynamics of public-private partnerships
- be able to apply the principles of sustainable tourism management to the particular challenges faced by cultural tourism
- have become more savvy in the use of ICT tools for cultural tourism purposes

**Course content:** This course examines practical and theoretical aspects of cultural and urban tourism. It takes an interdisciplinary approach, combining insights from the fields of history, art, anthropology, marketing and tourism studies.

**Teaching methods:** Lecture, discussions, excursions

**Prerequisites:** None.

**Assessment methods:** Essays, seminar paper

**Language of instruction:** English

**Literature:** Alberti, F. & Guisti, J. (2012). Cultural heritage, tourism and regional competitiveness: The Motor Valley cluster. *City, Culture and Society*, 3(4), 261-273.

Du Cros, H. & McKercher, B. (2015). *Cultural Tourism*. 2nd ed. London: Routledge.

Edwards, D., Griffin, T. & Hayllar, B. (2008). Darling Harbour: Looking back and moving forward. In B. Hayllar, T. Griffin & D. Edwards (eds.). *City spaces, tourist*

places: Urban tourism precincts. (pp. 275-294). Oxford: Elsevier Butterworth-Heinemann.

Iordanova-Krasteva, E., Wickens, E. & Bakir, A. (2010). The ambiguous image of Linz: Linz09 - European Capital of Culture. PASOS. Revista de Turismo y Patrimonio Cultural, 8(3), 67-77.

Irimiás, A. (2012). The Chinese diaspora in Budapest: A new potential for tourism. Tourism Review, 67(1), 23-33.

Lee, A., Wall, G. & Kovacs, J. (2015). Creative food clusters and rural development through place branding: Culinary tourism initiatives in Stratford and Muskoka, Ontario, Canada. Journal of Rural Studies, 39, 133-144.

McCarthy, B. (2011). Cultural tourism clusters: Experiences from Ireland. In Macleod, D. & Gillespie, S. (eds.). Sustainable tourism in rural Europe: Approaches to development. (pp. 243-258). London: Routledge.

Rabbiosi, C. (2015). Renewing a historical legacy: Tourism, leisure shopping and urban branding in Paris. Cities, 42, 195-203.

Smith, M. (2016). Issues in cultural tourism studies. 3rd. ed. London: Routledge.

Zhang, C., Decosta, P. & McKercher, B. (2015). Politics and tourism promotion: Hong Kong's myth making. Annals of Tourism Research, 54, 156-171.



## Health Management and Public Health, Master (GTS)

### Health and Nature Tourism NTOU

<b>Course code:</b>	180370208
<b>Course type:</b>	Lecture /Discussion (ILV)
<b>Semester:</b>	Master, 2nd
<b>ECTS Credits:</b>	3 ECTS
<b>Lecturer:</b>	Harald Friedl
<b>Learning outcome:</b>	By the end of the course, students will be able to <ul style="list-style-type: none"> <li>• understand the concept of nature tourism in the context of sustainability, especially as related to health promotion.</li> <li>• develop sustainable nature tourism products</li> <li>• implement marketing and regional development projects related to sustainable nature tourism</li> <li>• understand concepts of nature and environmental protection, including the ideologies that drive them</li> </ul>
<b>Course content:</b>	In this course, students acquire an in-depth knowledge of nature as a complex resource worthy of protection for health promotion in the form of experience-based tourism products, while taking current trends into consideration. Using best practice examples, challenges and solutions in the area of sustainable nature tourism are analyzed from an interdisciplinary perspective with a special focus on the aspects of stakeholder needs, regional development, product design and marketing, and determinants for marketable health tourism products derived from these considerations.
<b>Teaching methods:</b>	PowerPoint lectures, readings provide a basis for student presentations and project work.
<b>Prerequisites:</b>	Knowledge of the basic principles of sustainable tourism development is helpful, but not required.
<b>Assessment methods:</b>	Project work: 50%, Presentations: 50%
<b>Language of instruction:</b>	English
<b>Literature:</b>	None

## Balanced Resource Management in Tourism BRMT

**Course code:** 180370209

**Course type:** Lecture /Discussion (ILV)

**Semester:** MA, 2nd

**ECTS Credits:** 2 ECTS

**Lecturer:** Christian Baumgartner

**Learning outcome:** Students who complete this course will have the ability to link segmented customer needs to form marketable and sustainable tourism products while taking into account the potential of tourism destinations and attractions.

**Course content:** In the context of the growing significance of tourism for regional and national economies, this course teaches students how to identify the diverse resources required for tourism both inside and outside of tourism companies and organizations. Interdisciplinary methods for measuring the economic, sociocultural, ecological and political effects of tourism are discussed and used as the basis for the development of strategies for sustainable resource management using modern management instruments in case studies.

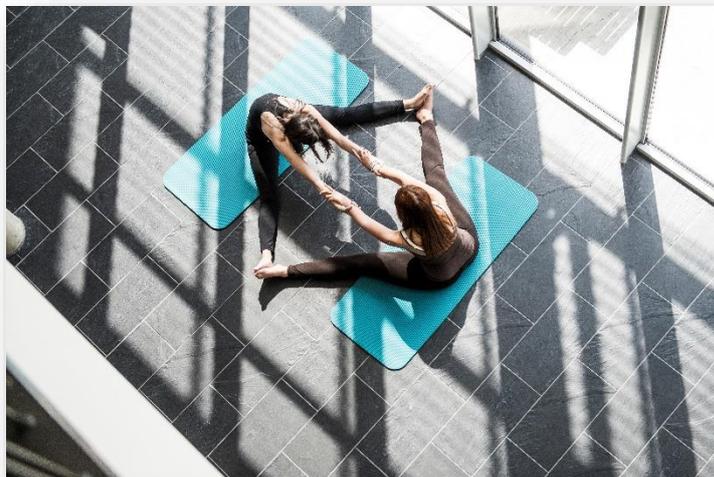
**Teaching methods:** PowerPoint lectures, readings provide a basis for student presentations and project work.

**Prerequisites:** Knowledge of the basic principles of tourism product development is helpful, but not required.

**Assessment methods:** Project work: 50%, Presentations: 50%

**Language of instruction:** English

**Literature:** None



## Health in all Policies HIAP

**Course code:** 180370210

**Course type:** Lecture /Discussion (ILV)

**Semester:** MA, 2nd

**ECTS Credits:** 3 ECTS

**Lecturer:** Bianca Fuchs-Neuhold

**Learning outcome:** Students completing this course will understand health as a fundamental human right and be able to plan and implement health promoting policies in partnership with various stakeholders and representatives of various policy areas.

**Course content:** This course teaches students the principles of the intersectoral collaboration of the HiAP approach to the health promoting management of complex systems. Students will acquire knowledge of the support of participation through intersectoral cooperation and the participation of the population. Using practical examples, negotiation strategies that enable the implementation of intersectoral cooperation at various levels will be practiced. Students will learn the application of various monitoring and evaluation instruments, including health impact assessment.

**Teaching methods:** PowerPoint lectures, readings provide a basis for student presentations and project work.

**Prerequisites:** A background in public health is helpful.

**Assessment methods:** Project work: 50%, Presentations: 50%

**Language of instruction:** English

**Literature:** Holtz, C. (2016). Global healthcare: issues and policies. Burlington: Jones & Bartlett Learning.

Leppo, K., Ollila, E., Pena S., Wismar, M. & Cook, S. (Eds.). (2013). Health in All Policies: Seizing Opportunities, Implementing Policies. Helsinki: Finland Ministry of Social Affairs and Health.

Markle, W., Fisher, M. & Smego, R. (2014). Understanding Global Health. Columbus: McGraw-Hill Professional



## Evidence-based Health Promotion and Prevention EHPP

**Course code:** 180370211

**Course type:** Lecture /Discussion (ILV)

**Semester:** MA, 2nd

**ECTS Credits:** 3 ECTS

**Lecturer:** TBA

**Learning outcome:** Students who complete this course will be able to take a quantifiable evidence-based and theory-based approach engage in quality-assured planning of measures for maintaining and improving health and wellness.

**Course content:** This course uses practical applications to teach students current models of and systematic approaches to the theory-led and evidence-based planning of health promoting activities. Students learn to apply culturally adapted and participative methods aimed at empowerment in order to implement health promoting processes in different settings. This course uses practical examples to teach the significance of successful partnerships and networks, collaboration and mediation between different sectoral interests and systematic knowledge.

**Teaching methods:** PowerPoint lectures, readings provide a basis for student presentations and project work.

**Prerequisites:** A background in public health is helpful.

**Assessment methods:** Project work: 50%, Presentations: 50%

**Language of instruction:** English

**Literature:** Brownson, R., Baker, E., Leet, T. & Gillespie, K. (2003). Evidence-based Public Health. Oxford: University Press.

Hurrelmann, K., Klotz, T. & Haisch, J. (Eds.). (2007). Lehrbuch Prävention und Gesundheitsförderung. Bern: Hans Huber



## International Office (INT)

### German as a Foreign Language

Servus!

#### German courses (3-5 ECTS, depending on the offered courses)

Our secret recipe for successful German learning are small learning groups, individual support, motivated and qualified lecturers experienced in university-level teaching as well as effective teaching materials tailored to the particular requirements of university-level language learners.

Depending on the student numbers one or more German courses are offered during the semester.

We also offer German Intensive Courses as part of the Orientation Packages in September and February before the semester starts. For more information, please check our homepage [www.fh-joanneum.at/orientation!](http://www.fh-joanneum.at/orientation!)

More information about the German courses at [www.fh-joanneum.at/daf](http://www.fh-joanneum.at/daf) or via e-mail at [international-bgb@fh-joanneum.at](mailto:international-bgb@fh-joanneum.at)



## Tandem learning (2 ECTS)

The Tandem+ Programme at FH JOANNEUM brings together people from different cultures and different languages. The aim of Tandem partnerships is to facilitate the exchange of languages, experiences and cultures. Although many students at FH JOANNEUM are aware that international (exchange) students attend their university, very few of them take the first step in getting (culturally) closer. We would like to change this, with your involvement!

Our Tandem+ Programme is designed to offer all students the opportunity to participate in a recognised intercultural programme (2 ECTS) in a relaxed and exciting atmosphere. The Tandem+ Certificate can be credited towards our *Intercultural Skills Certificate (ISC)*.



In order to obtain the **Tandem+ Certificate** from FH JOANNEUM, you need to demonstrate that you have completed **activities from the five Tandem+ Modules together with your Tandem partner**. The five modules represent different skills in an intercultural and linguistic context and should be completed during one semester. Participation in certain sessions is mandatory as part of the **Tandem+ Programme**. The activities available can be freely selected in consultation with the Tandem partner. **Completion of activities accounting for at least 50 points** is required in order to obtain the **Tandem+ Certificate**.

You can find all information about the Tandem+ Programme and its modules online at [www.fh-joanneum.at/tandem](http://www.fh-joanneum.at/tandem).

## Dietetics & Nutrition, Bachelor (DIO)

### English for Health Professionals 2 ENG2I

**Course code:** 190460211

**Course type:** Integrated course

**Semester:** BA, 2nd

**ECTS Credits:** 1 ECTS

**Lecturer:** Caroline Werk

**Learning outcome:** Students

- have acquired and practiced appropriate strategies for efficient literature research and for reading summarizing and paraphrasing scientific texts
- can describe the human body and its functions
- can discuss nutrition trends and scientific articles

**Course content:** The course has two focal points: First, it is meant to complement and support contents taught in the course "Scientific Methodology" in the same semester, with the broad goal of enabling students to deal effectively with literature research and reading of scientific texts in the English language. The second focus of the course is on increasing students' proficiency in talking about topics related to the human body and its functions as well as nutritional trends.

**Teaching methods:** interactive lecture; in-class exercises; readings and presentation; oral practice.

**Prerequisites:** English level B2

**Assessment methods:** 60 % written assignment; 20% vocabulary exam; 20% oral performance in class.

**Language of instruction:** English

**Literature:** Will be presented and made accessible at beginning of class.



## Body Perception KWN2S

**Course code:** 190460213

**Course type:** Seminar

**Semester:** BA, 2nd

**ECTS Credits:** 1 ECTS

**Lecturer:** Sabine Bergner

**Learning outcome:** Students:

- are aware of the interconnections between sociocultural factors and psychological needs on the one hand and body perception on the other hand
- have reflected on their own body images
- are able to put the body images of their clients into perspective

**Course content:** The class explores how individuals develop and maintain perceptions of their own bodies, and looks at the resulting psychological and behavior issues that may affect health behaviors as well as compliance in counseling situations.

**Teaching methods:** Interactive lecture; mini-project; applied practical activities and reflection.

**Prerequisites:** English level B2.

**Assessment methods:** 40% written exam; 30% participation; 30% short reflective reports

**Language of instruction:** English

**Literature:** Will be presented and made accessible at beginning of class.



## Diet, society, culture and cross-cultural competence DSC4I

<b>Course code:</b>	140460409
<b>Course type:</b>	Integrated course
<b>Semester:</b>	BA, 4th
<b>ECTS Credits:</b>	3 ECTS
<b>Lecturer:</b>	Elisabeth Fattering
<b>Learning outcome:</b>	<p>Students</p> <ul style="list-style-type: none"> <li>• have trained their self-awareness as “cultural beings”</li> <li>• are able to place approaches, attitudes and practices related to diet, health and health care into sociocultural and international perspectives</li> </ul>
<b>Course content:</b>	<p>The focus of the class is on the connections between nutrition, health, culture and society. Two rather distinct aspects of how culture influences the work fields of health professionals are discussed:</p> <ul style="list-style-type: none"> <li>• How do culture and socio-cultural aspects shape and affect our health and our health-related behaviors, including our diet?</li> <li>• How does culture affect communication behavior, values, and health beliefs? What does this mean for encounters with clients from different cultural backgrounds?</li> </ul>
<b>Teaching methods:</b>	Interactive lectures; self-study and group work; preparing presentations for class; reading, web-based activities and worksheets; interactive oral activities and discussions in class.
<b>Prerequisites:</b>	English level B2
<b>Assessment methods:</b>	Contributions to discussions and participation 30%; group assignment (presentation / mini- workshop) 50%, short oral or written reflection of class 20%.
<b>Language of instruction:</b>	English
<b>Literature:</b>	<p>Sanjay Chaturvedi, Narendra K. Arora, Rajib Dasgupta, and Ashok K. Patwari (2011). Are we reluctant to talk about cultural determinants? <i>Indian Journal of Medical Research</i> 133(4), 361–363.</p> <p>Kittler, P.G. &amp; Sucher, K.P. (2008). <i>Food and Culture</i>. Belmont, CA: Thomson Wadsworth.</p> <p>Pollan, M. (2008). <i>In defense of food</i>. New York: Penguin Press.</p> <p>Storti, C. (1989). <i>The Art of Crossing Cultures</i>. Boston: Nicholas Brealey Publishing, pp. 37-43.</p> <p>Other readings presented and made accessible at beginning of class.</p>

## Sports Nutrition SPOE<sub>3</sub>V

**Course code:** 140460309

**Course type:** Integrated course

**Semester:** BA, 3rd

**ECTS Credits:** 1 ECTS

**Lecturer:** Manuela Konrad

**Learning outcome:** Students are familiar with the special nutritional needs arising from different kinds and intensity of physical activity. They can give appropriate nutritional advice to both athletes and exercising individuals.

**Course content:** The Sports Nutrition lecture focuses on recommendations for athletes in strength and endurance sports and food intake before/during and after exercise. The course content also covers hydration, oxidative stress and nutritional strategies for muscle build-up.

**Teaching methods:** Interactive lecture, discussions.

**Prerequisites:** English level B2.

**Assessment methods:** Written exam

**Language of instruction:** English

**Literature:** Will be presented and made accessible at beginning of class



## Nutrition and Ecology EOE4I

**Course code:** 140460404

**Course type:** Integrated course

**Semester:** BA, 4th

**ECTS Credits:** 1 ECTS

**Lecturer:** Daniela Grach

**Learning outcome:** Students:

- have critically examined nutritional practices with a view to sustainability in its wider meaning
- are able to integrate aspects of sustainable nutrition and ethics into their practical work as nutrition counselors and educators

**Course content:** The course introduces students to some of the basic dimensions of nutritional ecology: The four dimensions of sustainability (Environment, health, society, economy); models of sustainable nutrition in theory and practice; world food situation; animal ethics.

**Teaching methods:** Lecture, discussions, group project.

**Prerequisites:** English level B2

**Assessment methods:** 30% participation in class; 70% group assignment (plan for integrating sustainability in dietetic practice situation).

**Language of instruction:** English

**Literature:** English-language literature will be presented and made accessible at beginning of class. Others: Most recent versions of

Brunner K-M: Nachhaltigkeit und Ernährung. Campus Verlag, Frankfurt/Main.

Spitzmüller EM, Pflug-Schönfelder K, Leitzmann C, unter Mitarbeit von Koerber Kv: Ernährungsökologie - Essen zwischen Genuss und Verantwortung. Haug Verlag, Heidelberg.



## Public Health PH6I

<b>Course code:</b>	140460605
<b>Course type:</b>	Integrated course
<b>Semester:</b>	BA, 6th
<b>ECTS Credits:</b>	2 ECTS
<b>Lecturer:</b>	Daniela Grach; Christina Lampl
<b>Learning outcome:</b>	Students: <ul style="list-style-type: none"><li>• can describe the tasks and methods of Public Health and health promotion.</li><li>• Can define criteria of good practice in health promotion</li><li>• Have planned nutrition-related health promotion measures for specific settings and target groups according to criteria studied in the class</li><li>• Are able to integrate approaches such as mindful eating into (workplace) health promotion</li></ul>
<b>Course content:</b>	The course introduces students to the basic concepts, methods and approaches of Public Health, with a special focus on nutrition in health promotion in general as well as in workplace health promotion. Special attention is also paid to mindful eating and nutrition & night - & shift work. Students apply the course contents by planning a nutrition-related health promotion measure.
<b>Teaching methods:</b>	Lecture; excursion; group work; project slam; self-study.
<b>Prerequisites:</b>	English level B2
<b>Assessment methods:</b>	Writing a public health project application 80%; self-study written reports on specific questions 20%.
<b>Language of instruction:</b>	English
<b>Literature:</b>	Spark, Dinour & Obenchain (2016). Nutrition in Public Health. Principles, Policies, and Practice. Boca Raton: Taylor & Francis.

## Career Exploration: Professional Internship 1 (at the Health Perception Lab, HPL) <sup>PR1</sup>

Course code:	190460218
Course type:	Internship
Duration:	10-11 days
ECTS Credits:	3-5 ECTS
Supervisors:	Elisabeth Pail; Wolfgang Gunzer



The Health Perception Lab (HPL) is a laboratory for health-relevant sensory research. The primary focus is on examining beneficial foodstuffs and improving meal plans or food products by means of hedonic sensory analysis using standardized sensory cabins as well as modern digital technology, including 3D face reading and eye tracking. Tasks of interns depend on research being conducted at time of placement.

**NOTE:** The Health Perception Lab is located on the Graz campus, not in Bad Gleichenberg. As a result, an internship there will require student to arrange for accommodation in Graz and will have to work around the schedules of their other classes in Bad Gleichenberg, as commuting between Graz and Bad Gleichenberg is not practical.

For more information:

<https://fh-joanneum.at/en/labor/health-perception-lab/>

## Professional Internship 2 PR<sub>2</sub>

Course code:	140460412
Course type:	Internship
Duration:	3 weeks
ECTS Credits:	5.5 ECTS
Supervisors:	Elisabeth Pail

**NOTE: Requirements: Only for students of nutrition and dietetics. English B2. Basic knowledge of German (A1). Internship slots are limited and cannot be guaranteed.**

Traineeships depend on availability in the specific semester but are possible at:

### - **Kurzentrum der Therme Bad Radkersburg**

The Kurzentrum is a rehabilitation center with focus on healthy patients recovering after surgery, and patients suffering from diabetes, hyperlipidemia, hyperuricemia and kidney diseases.

### - **Klinikum Bad Gleichenberg**

The Klinikum is a rehabilitation center for pulmonary and metabolic diseases, which offers nutrition therapy as a part of behaviour change.

### - **Life Medicine Resort Bad Gleichenberg**

The spa house in the Life Medicine Resort offers therapies focusing on:

- Pulmonary diseases
- Skin diseases and allergies
- Impairments of the musculoskeletal system
- Rheumatic diseases
- Health treatments for children

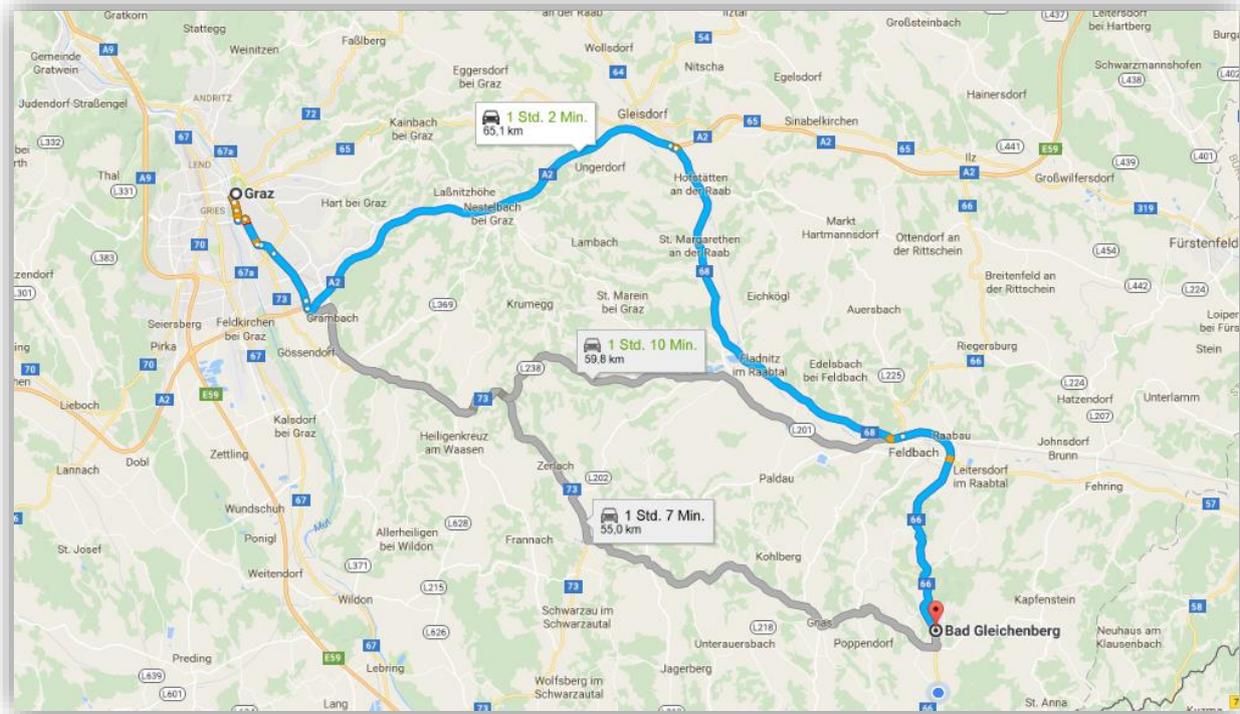
## Occupational Therapy, Bachelor (ERG)

\*Be aware the semester starts at the 10th of February 2020 for occupational therapy students! Make sure to arrive on time to take this course!

**Course schedule and description not yet available**

**TBA**

## How to get to Bad Gleichenberg?



[www.bad-gleichenberg.at](http://www.bad-gleichenberg.at)

### Coming from Vienna

#### *By train*

Vienna Asperg – Feldbach\* or

Vienna – Graz – Feldbach\*

\*Change in Feldbach or Bad Gleichenberg (pick up by arrangement).

#### *By car*

Via A2 – exit Ilz via Riegersburg and Feldbach to Bad Gleichenberg or exit Gleisdorf-Süd to Feldbach.

### Coming from Germany or Graz

#### *By train*

Innsbruck - Graz - Feldbach\* or

Salzburg - Graz - Feldbach\*

\*Change in Feldbach or Bad Gleichenberg (pick up by arrangement).

#### *By car*

Via A9 in the direction of Graz, further on A2 in direction of Vienna, exit at Gleisdorf-Süd for Feldbach and Bad Gleichenberg or by car train Feldkirch – Graz and Innsbruck - Graz.

# The Campus Bad Gleichenberg



## International Events in Bad Gleichenberg

Orientation day & City tour

Meet your Buddy

International Tandem-Café

Erasmus goes Buschenschank

Austrian Bowling Night

International Movie Night

Christmas Event

Graz Excursion

Tandem-Cooking Event

Excursion to a ham factory

Excursion to a chocolate factory

...



## Greetings from the exchange-students of the spring semester 2019

