



UNIVERSITY – INDUSTRY COOPERATION IN AUSTRIA

Roman Anlanger

Content:

- Roman Anlanger
- Partners « Technical Sales and Distribution Management »
- Large Company
- OTIS

PROF. (FH) MAG. (FH) ROMAN ANLANGER



- Director of Studies “Technical Sales and Distribution Management” at the University of Applied Sciences BFI Vienna, Austria
- Academic lead of “International Marketing Week” – European Network
- Written the bestsellers “Trojanisches Marketing I and II”
- XING Ambassador
- XING Insider

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CURRICULUM-MATRIX – ENGLISH - 1

LV-/ Modul-Nr	Modul-Bezeichnung	LV-Sprache	LV-Typ	SWS	Anzahl Gruppen	ASWS	ALVS	Modul	ECTS
1. Semester									
8	Business English basics	EN	UE	1,5	2	3,0	60	Englisch 1	3
9	Business English	EN	UE	1,5	2	3,0	60	Englisch 1	3
2. Semester									
19	techn. English 1	EN	UE	1,5	2	3,0	60	Englisch 2	3
20	techn. English 2	EN	UE	1,5	2	3,0	60	Englisch 2	3
3. Semester									
21	Process and Quality Management	EN	ILV	1,5	1	1,5	30	BWL 1	3
M12	New Sales Management	EN	ILV	1,5	1	1,5	30		6
	International Reporting & Sales Ratios	EN	ILV	1,5	1	1,5	30		
23	Meetings and Negotiations	EN	UE	2,0	2	4,0	80	Englisch 3	4
24	International Marketing & Sales Basics	EN	ILV	1,0	1	1,0	20	Englisch 3	2

CURRICULUM-MATRIX – ENGLISH 2

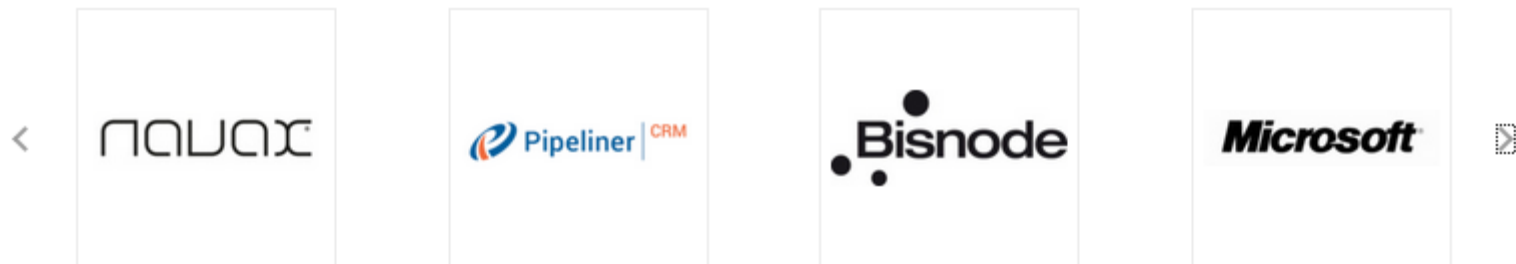
4. Semester									
LV-/ Modul-Nr	Modul-Bezeichnung	LV Sprache	LV-Typ	SWS	Anzahl Gruppen	ASWS	ALVS	Modul	ECTS
28	International B2B Marketing & Sales	EN	ILV	1,0	1	1,0	20	Vertriebsmanagement 2	2
29	Sales Psychology & Sales Strategies	EN	ILV	2,0	2	4,0	80	Vertriebsmanagement 2	4
32	International Sales Lab	EN	UE	1,0	1	1,0	20	Social Skills 2	2
33	CRM Practice	EN	ILV	2,0	2	4,0	80	IT-gestützter Vertrieb	4
5. Semester									
LV-/ Modul-Nr	Modul-Bezeichnung	LV Sprache	LV-Typ	SWS	Anzahl Gruppen	ASWS	ALVS	Modul	ECTS
39	Business Leadership Skills	EN	ILV	2,0	1	2,0	40	Social Skills 3	4
40	Digital Sales Competences	EN	ILV	1,0	1	2,0	20	Social Skills 3	1
6. Semester									
LV-/ Modul-Nr	Modul-Bezeichnung	LV Sprache	LV-Typ	SWS	Anzahl Gruppen	ASWS	ALVS	Modul	ECTS
44	Intercultural Management	EN	ILV	1,0	1	1,0	20	BWL 4	2

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Working life is based on teams that work together solving problems or creating something new. Selling is about interaction and interaction skills are needed between individuals and in networks (Penttilä & al. 2013; Kairisto-Mertanen al. 2012; Kairisto-Mertanen & Mertanen 2007, Konst & Kairisto-Mertanen 2018).

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University-industry cooperation realized as course design "project work"

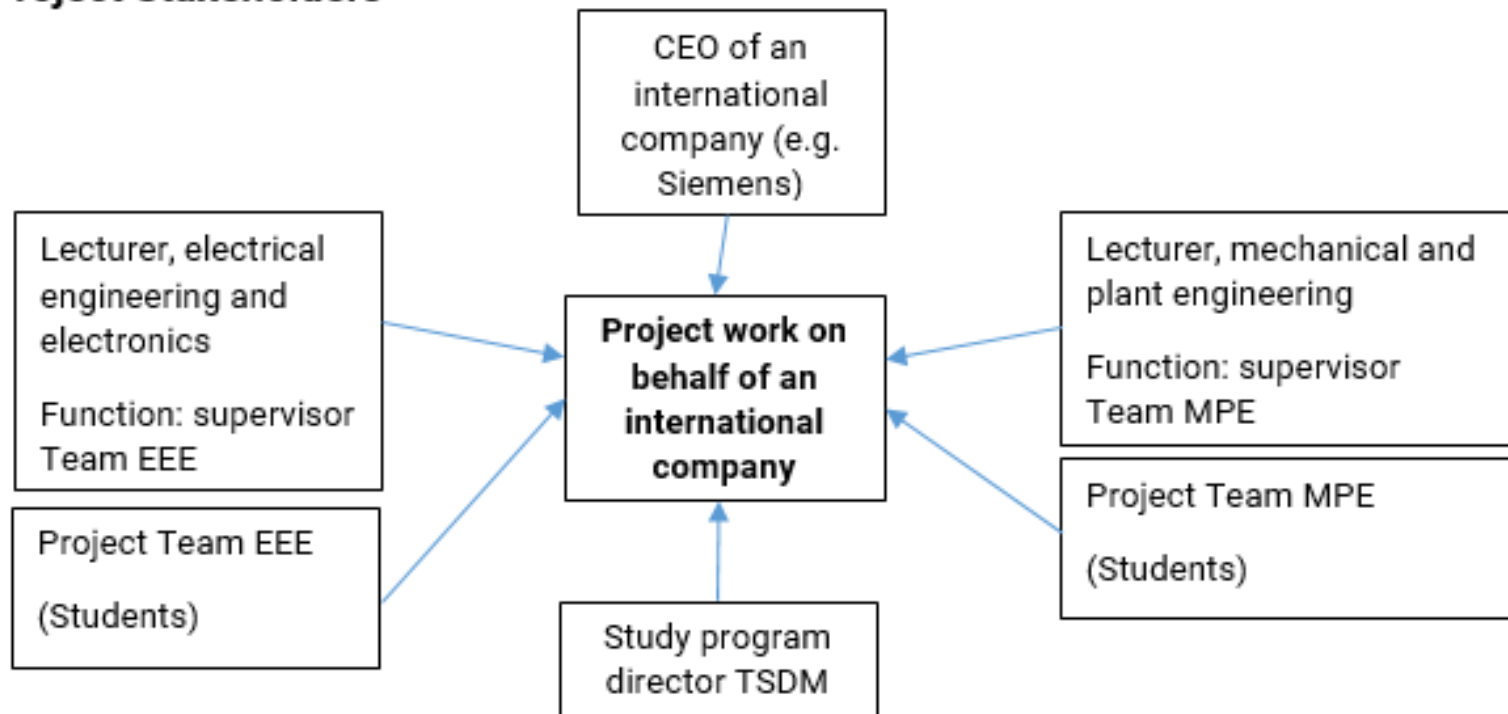
An essential aspect of the USP of the Bachelor program Technical Sales and Distribution Management (TSDM) is applied science. A concrete example of this is the course type Project Work (Schuster 2012), which focuses on mechanical and plant engineering and electrical engineering and electronics. The technical content is important, but the challenge is teamwork and cooperation with industry partners.

In the following, the structure of the course will be explained, showing how the TSDM degree program implements cooperation between university and industry in teaching.

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Project Stakeholders



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University-industry cooperation realized as course design "project work"

- Project client was an international company, representing by a leader (Chief Executive Officer, CEO) of the first management level under the board.
- The project contractor was the study program *Technical Sales and Distribution Management (TSDM)*, represented by the course director Roman Anlanger.
- There were two project teams, consisting of students from the 5th semester. Team was supervised by lectures.

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Process of the course

- The teams had the task of handling a specific order from the industry.
- The first step was the order clarification, followed by first research work and a presentation of a first draft. The presentation of the first draft served as a communication basis to discuss together with the client whether the team performs the order as expected or whether changes are necessary.
- After the client has given feedback on the first draft, the team prepares the final version including a final presentation.
- The finished commissioned work was presented to the CEO. On the one hand, there was direct feedback from the CEO or his assistant and, in addition, internal maneuvering criticism by the superisors.

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Literature

- Penttilä, T.; Kairisto-Mertanen, L.; Putkonen, A. & Lehto, A. (2013) *Innovation pedagogy – a strategic learning approach for the future*. In Lehto, A. & Penttilä, T. (eds.) *Pedagogica views on Innovation Competences and Entrepreneurship, Innovation pedagogy and other approaches*. Course material, comments, reports 171. Turku University of Applied Sciences. Tampere.
- Kairisto-Mertanen, L.; Räsänen, M.; Lehtonen, J.; Lappalainen, H. (2012). *Innovation pedagogy – learning through active multidisciplinary methods*. *Revista de Docencia Universitaria. REDU*. Monográfico: *Buenas prácticas docente en la enseñanza universitaria*. 10 (1), 67-86. Recuperado el (25.4.2012) en <http://redaberta.usc.es/redu>
- Kairisto-Mertanen, Liisa & Mertanen, Olli (2007) *Different methods –different outcome?student opinion about their learning*. Paper presented in the ICEER conference in Melbourne Australia, 2-7.12.2007
- Konst, Taru & Kairisto-Mertanen Liisa (2018) *Innovation Pedagogy - Preparing Higher Education Institutions for Future Challenges*, Course materials from Turku University of Applied Sciences. Turun ammattikorkeakoulu Oy.
- Schuster, Roland (2012) *Aus der Praxis für die Praxis: Didaktik Best Practice aus dem Studiengang TVM. Praxisbeispiele zum LV-Typ Projekt(arbeit)*. Working Paper Series by the University of Applied Sciences BFI Vienna. Number 69/2012. https://oldwww.fh-vie.ac.at/var/em_plain_site/storage/original/application/6ac32f1dd347bc2691763608279f7510.pdf, 2019 05 13.

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Bachelor-Studium **Technisches Vertriebsmanagement**

Thanks for your attention!