



Applied Summer School Business in Europe

Graz, Austria
July 1 – 20, 2014

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FH JOANNEUM University of Applied Sciences invites its partner institutions to participate in the 2nd Applied Summer School on "Business in Europe" taking place in Graz in July 2014.

The summer school introduces the participants to various aspects of doing business in Europe, in particular in the European Union. The program addresses issues of culture, economics, business, communication and the legal framework.

International students will be hosted by faculty of FH JOANNEUM, Institute of International Management and International Relations Office, and Austrian students will accompany the international students throughout their stay in Graz. The summer school will be held on the Graz Campus of FH JOANNEUM. Excursions to a world heritage castle, a famous chocolate manufacture and to the city of Vienna and the capital of Slovenia, Ljubljana, will give students the opportunity to get to know the culture of Austria and a neighbouring country.

The academic program includes a total of nine integrated teaching modules. Each of these modules consists of theory and applied parts. In addition, the summer school comprises company visits and excursions. The company visits include meetings with senior executives of major Austrian companies. Since Austria has an extremely high rate of foreign trade, the companies selected for the summer school are internationally active and the participants of the summer school will be able to get a deep insight into practical issues of business in Europe.

The workload of the students equals 6 ECTS (150 hours of workload. 30 ECTS represent a full semester workload).

The teaching modules take place between 9 am and 5 pm with a lunch break of 1 hour and short coffee breaks in the morning and afternoon. Each module includes lectures, interactive discussions, case studies, applied assignments and readings. Because of the tense teaching schedule students are expected to do some assigned reading previous to the summer school. Texts will be provided by the instructors.

The following structure will be provided:

WEEK 1

Monday, June 30, 2014: Arrival & Accommodation

On Monday afternoon (12.30 - 18.00) the participants will move into the dormitory.

Tuesday July 1st, 2014

Welcome: 9.00 - 10.00
Meeting point: Campus A, 3rd floor, International Relations
(Eggenberger Allee 11, 8020 Graz)

Administrative Session: 10.00 - 12.00

Module 1: Introduction – European Environment
(13.00 - 17.00)

Lecturers: Vito Bobek/Ingrid Gehrke/Doris Kiendl-Wendner

Module Description:

This module will start with an introductory session where students and lecturers will get to know each other and agree on a "working culture" for the summer school. Further students will be given a short overview of

the Austrian system of Higher Education in general and FH JOANNEUM in specific. The session on the European Environment will start with "Austria Facts & Figures".

Wednesday, July 2nd, 2014

Module 2: Economics of the European Union I - Development and Concepts
(09.00 - 12.00)

Lecturer: Vito Bobek

Module Description:

This module covers major economic developments taking place within the European Union (EU) using a mixture of economic theory and empirical evidence. The whole European continent can serve as an example of a territory where various contradictory streams, opinions and interests regularly encountered in the past. Nations were divided not only by language and religion, but by rivalry, competition and political, economic and security interests, too. Multilateral consensus was, in fact, until the middle of the 20th century, a relatively unknown concept in Europe. European integration – a truly frequented notion of our times – remained on a mere theoretical level. Issues covered include: Post-II World War developments, first integrations (ECSC, EEC, EAEC), developments in the 60s, and the EU Budget.

Reading:

- El-Agraa, Ali M. 2007. The European Union: Economics and Policies. Cambridge University Press. ISBN: 9780521874434
- Fontaine, Pascal. 2006. Europe in 12 Lessons. Luxembourg: Office for Official Publications of the European Communities.
- DG for Communication. 2007. Investing in our common future - The budget of the European Union. Luxembourg: Office for Official Publications of the European Communities.

Module 3: European Culture Ia (13.30 - 17.00)

Lecturer: Ingrid Gehrke

Module Description:

In this module students will become familiar with different definitions of culture and reflect on their cultural identity. They will be introduced to Deardorff's Intercultural Competence Model and discuss the relevance of intercultural competence for their future careers in business. In this module students will be able to address their cultural knowledge about Europe and learn to differentiate between cultural stereotypes and generalizations. In this module mini lectures will be used to provide the students with the theoretical background, through individual reflection and group discussions they will develop their cultural self-awareness.

Reading:

- Lustig, Myron W., Koester, Jolene. (2010), Intercultural Competence. Interpersonal Communication across Cultures. 6th edition. Allyn & Bacon.

Thursday, July 3rd, 2014

Company Visit: Neuroth Hörgeräte (hearing aid devices)
(09.00-16.00)

Friday, July 4th, 2014

Module 4: Economics of the European Union II - EMU and Enlargement
(9.00 - 17.00)

Lecturer: Vito Bobek

Module Description:

The EU countries coordinate their national economic policies so that they can act together when faced with challenges such as the current economic and financial crisis. 17 countries have pushed coordination even further by adopting the euro as their currency.

The EU's enlargement policy deals with the countries currently aspiring to become members of the European Union. There are strict conditions for membership to ensure that new members are admitted only when they are fully able to take on the obligations of EU membership. This includes compliance with all the EU's standards and rules. For the purpose of accession negotiations, these are divided into 35 different policy fields (chapters).

Reading:

- El-Agraa, Ali M. 2007. *The European Union: Economics and Policies*. Cambridge University Press. ISBN: 9780521874434
- DG for Communication. 2013. *Economic and Monetary Union and the Euro*. Luxembourg: Office for Official Publications of the European Communities.
- Website:
<http://ec.europa.eu/enlargement/>

Saturday, July 5th, 2014

Excursion to Schloss Eggenberg and Graz City Tour



WEEK 2

Monday, July 7th, 2014

Module 5: History of the European Union, EU Institutions
(09.00 - 12.00)

Lecturer: Doris Kiendl-Wendner

Module Description:

This module introduces the students to the organizational structure of the European Union. Students will gain information on the powers of the main institutions, namely the EU Commission, the Council, the European Parliament and the European Court of Justice. Upon completion of this module, the students will become aware of the power sharing in the European Union. This module provides knowledge which is crucial for successful business activities in the European Union. The module addresses applied issues such as cases where the EU Commission has investigated into cases of cartels and abuse of a dominant position.

Reading:

- Davies, K. (2011), *Understanding European Union Law*, 4th edition Routledge/ Cavendish.

Module 6: European Culture Ib
(13.30 - 17.00)

Lecturer: Ingrid Gehrke

Module Description:

This module will focus on the interrelation between communicative behaviour and cultural values and norms. Upon completion of this module

students will be able to identify different communication styles, they will be familiar with E.T.Hall's concept of "high and low context cultures" and his findings on culture's different uses of time. Students will reflect their own communication patterns as well as analyse different communication styles presented in short video clips. Communication in an intercultural classroom will be the main focus of this module. Simulations will provide the experiential learning framework to "feel" the intercultural experience.

Reading:

- Lustig, Myron W., Koester, Jolene. (2010), *Intercultural Competence. Interpersonal Communication across Cultures*. 6th edition. Allyn & Bacon.

Tuesday, July 8th, 2014

Excursion to University of Ljubljana, Slovenia



Wednesday, July 09th, 2014

Module 7: Economics of the European Union III - Policies of the EU
(09.00 - 17.00)

Lecturer: Vito Bobek

Module Description:

The EU member countries have transferred some of their law-making authority to the EU in certain policy areas, such as agriculture and fisheries. In other areas, such as culture, policy-making is shared between the EU and national governments. Issues covered include: Common Commercial Policy, Regional policy, and Common Agricultural Policy.

Reading:

- El-Agraa, Ali M. 2007. *The European Union: Economics and Policies*. Cambridge University Press. ISBN: 9780521874434
- Websites:
 - a. http://ec.europa.eu/regional_policy/index_en.htm (The European Commission's regional policy website)
 - b. http://ec.europa.eu/growthandjobs/key/index_en.htm

Thursday, July 10th, 2014

Module 8: European Culture II
(09.00 - 17.00)

Lecturer: Ingrid Gehrke

Module Description:

In this module students will become familiar with different aspects of non-verbal communication and their relevance for intercultural encounters. They will be introduced to Richard Gesteland's approach to cross-cultural business behaviour and asked to give a short critique on their country profile (format: short group presentation). Two European regions, which will have been agreed upon in the first module, will be discussed in more detail. In addition to Gesteland's input on negotiations in the international business environment, students will become familiar with Mitchell Hammer's Intercultural Conflict Style Inventory. Upon completion of this module students will also be able to relate different behaviours in business contexts to cultural values. At the end of the module students will prepare a short questionnaire, which they will use during short interviews at the upcoming company visit the same week.

Readings:

- Gesteland, Richard, R. (2005). *Cross-Cultural Business Behavior. Negotiating, Selling, Sourcing and Managing Across Cultures*. 4th edition. Copenhagen Business School Press.

Friday, July 11th, 2014

Module 9: Sources of European Union Law and Principles of European Union Law - Subsidiarity, Supremacy, Direct Effect (09.00 - 12.00)

Lecturer: Doris Kiendl-Wendner

Module Description:

The European Union as a supranational organization has derived its powers from the member states. Therefore, the EU is particularly characterized by the power sharing between the member states and the EU institutions. The principles of subsidiarity and supremacy deal with the division of powers with respect to law making and conflicts between national law and EU law. The principle of direct effect is relevant for individuals and companies. This principle implies that private persons can rely directly on EU law to enforce their rights against the state.

Reading:

- Davies, K. (2013), Understanding European Union Law, 5th edition Routledge/ Cavendish.

Company Visit: Andritz AG (13.00 - 17.00)



WEEK 3

Monday, July 14th, 2014

Module 10: The European common market: Free movement of goods, services, persons and capital (9.00 - 17.00)

Lecturer: Doris Kiendl-Wendner

Module Description:

This module explains the principles of the European Common Market. According to the principle of the place of origin, goods which have been lawfully produced in one EU member state can be exported to all other EU member states. The module discusses the implications of this principle of business in Europe and on the powers of national governments in safeguarding mandatory national concerns, such as public health. The students will both get an introduction into the EU regulatory framework on the common market and they will analyze cases which illustrate the practical situation in Europe.

Reading:

- Davies, K. (2011), Understanding European Union Law, 4th edition Routledge/ Cavendish.

Tuesday, July 15th, 2014

Module 11: Economics of the European Union III - Challenges and Strategy (09.00 - 12.00)

Lecturer: Vito Bobek

Module Description:

The economic and financial crisis has inflicted severe disruptions on the European and global economy. This has been reflected in a significant retrenchment of private investment, mounting public indebtedness and rising unemployment. Since mid-2009, a tentative recovery is under way but the momentum is fragile and needs to be consolidated. Decisive policy measures will be needed particularly in view of stimulating investment entrepreneurship and innovation.

The EU is currently among the most environmentally sustainable regions in the world, not least because many European companies are market leaders in eco-friendly products and solutions. The environmental challenges therefore also present global market opportunities for European companies. But this requires smart policies which foster the global competitiveness especially of European industry.

Development of European industry needs European policies which promote competitive and secure access to energy sources, raw materials

and skilled labour.

More broadly, stimulating industrial development is a multi-faceted task which calls for a strategic vision, an integrated policy approach and the attention of all public policy-makers. In 2009 the Council of Ministers asked the Commission to develop EU industrial policy along these lines.

Readings:

- The European Commission. 2010. EUROPE 2020 - A strategy for smart, sustainable and inclusive growth. Brussels: COM(2010) 2020 (pdf document).
- The European Commission. 2009. Your Guide to the Lisbon Treaty. Brussels: Publications Office of the European Union (pdf document).
- Website: http://ec.europa.eu/growthandjobs/key/index_en.htm.

Company Visit: Bauer Destilliererei (13.00 - 17.00)

BAUER



Wednesday, July 16th, 2014

Company Visit and Excursion to Zotter Chocolate Manufacture and Castle Riegersburg (9.00 - 17.00)



Thursday, July 17th, 2014

Module 12: European Culture III (09.00 - 17.00)

Lecturer: Ingrid Gehrke

Module Description:

The module will start with a report on the interviews undertaken at the visited company and a group discussion of the findings. Further on students will become familiar with Geert Hofstede's and Fons Trompenaer's cultural dimensions and how they can be related to international business situations. In discussions of critical incidents (or related to their reports from the company interviews) they will be able to apply the acquired knowledge of the course and develop strategies for using it in work related situations. Each "country group" of students will develop guidelines for doing business in and with Europe from their cultural perspective. In a final role play students will be able to use different communicative strategies in an intercultural setting. Through a thorough analysis of this role play students will be able to identify challenges and opportunities of interacting as an intercultural competent person in a global business environment.

Reading:

- Hofstede, Geert. (2001) Culture's Consequences. Comparing Values, Behavior, Institutions, and Organizations Across Nations. 2nd edition. Sage Publications.

Friday, July 18th, 2014

Wrap Up & Final Presentations (9.00 - 12.00)

Saturday, July 19th, 2014 and Sunday, July 20th, 2014

Excursion to Vienna

After checking out from the dorm, we will leave for the Vienna trip later in the morning.



Departure:

We recommend to leave directly from Vienna on July 20, 2014 in the evening.

Assessment of the students:

The assessment will consist of several parts:

Students are expected to prepare for and attend the class and actively participate in discussion.

During the modules students will be asked to give short presentations on selected topics.

One discussion unit will be held, where all three professors will be present and students will be given case studies and asked to analyse them as a group effort and give short presentations.

Each module will contain a written assessment. As one written project students have to write a cultural diary where they have to reflect the summer school as a whole as an intercultural experience.

Biographies of the lecturers:



Prof. Vito Bobek, PhD

Vito Bobek works as a professor of international management at the University of applied sciences FH Joanneum (Graz, Austria) and at the University of Maribor (Slovenia). He is also a manager and owner of Palemid – Consulting, Research, Education LLC. Other positions: Member of supervisory board at KBM Infond (Investment company, Maribor, Slovenia), Regional editor for Central and Eastern Europe at "European Journal of International Management", Member of editorial board at "International Journal of Trade and Global Markets", Member of editorial board at "Imago Europae" (Florence, Italy), Member of "Team Europe Slovenia". His research interests are related to International Business, Strategic Management, Regional Economic Integration, Cross-Cultural Management and Management of Cities and Regions.



Dr. Ingrid Gehrke, M.A.

Ingrid Gehrke is lecturer of Intercultural competence at University of Graz, at FH JOANNEUM University of Applied Sciences and teacher of English and German at a Secondary School in Graz. Ingrid has been involved with international students for over 25 years, starting as a student's assistant. In 2002 she started working at FH JOANNEUM, where she established the international office. As a Head of International Relations she worked at FH JOANNEUM till September 2013. Moreover, in 2004 she participated in the Summer Institute of Intercultural Communication. Since 2005 she teaches courses in Intercultural Communication and Competence. Since 2008 she has served as a trainer in the European Association of International Education (EAIE) professional development program. Ingrid holds an M.A. from the University of Graz and the State University of Binghamton and a doctorate from the University of Graz. In 2011 she visited the University of Minnesota as a Fulbright-Schuman Scholar.



Prof. Dr. Doris Kiendl-Wendner, LL.M.

Doris Kiendl-Wendner is Chair of the Degree Programs on International Management and Business in Emerging Markets at FH JOANNEUM University of Applied Sciences in Graz, Austria. In this capacity, she is responsible for curriculum development, quality assurance in teaching, R&D and HR in these departments. She has been selected Vice Rector of FH JOANNEUM University of Applied

Sciences in 2007 and in this position she focuses on quality in higher education which comprises didactical education of faculty, quality management and student counselling.

Doris Kiendl-Wendner has obtained a diploma and PhD in law from Karl Franzens University Graz, Austria and a Master diploma in International Comparative Law from the European University Institute in Florence, Italy. She has published numerous articles on EU business law and university management and she has served as lecturer in EU law and international business law in several universities in Austria, U.S.A. and Australia.

EXCURSIONS

- Two-day excursion to Vienna at the end of the program
- One day excursion to Ljubljana with visit of the FH JOANNEUM partner institution University of Ljubljana, Faculty of Economics
- Visit of Riegersburg (middle age castle) and chocolate manufactory Zotter
- Schloss Eggenberg (UNESCO world heritage ca



LOCATION

FH JOANNEUM GRAZ CAMPUS

Graz is the capital of the province of Styria and Austria's second largest city with about 294.000 inhabitants (thereof about 45.000 students). From the 15th century it was a major bulwark against the Turks and in the 17th century it adopted the Baroque style in architecture before the rest of the Austrian empire. The city is compact and most important sights are within walking distance of the main square. More than any other provincial center, Graz preserves the old café culture, where one can sit all day enjoying a leisurely coffee. Since 1999 Graz is a UNESCO world cultural site and since March 2011 Graz is a UNESCO City of Design and the newest member of the international network of creative cities in the world.

ACCOMODATION

Students can live in one of the nearby dorms, which can all be reached via public transportation easily.

COSTS

The academic courses are free of charge for students from invited partner institutions.

The program fee of 890.00 Euros includes:

- Accommodation in a nearby dorm;
- Lunches and coffee breaks during teaching days;
- Excursions (bus, entrance fees etc);
- Company visits;
- University fee;
- Local Health insurance fee (optional).

REGISTRATION

The Applied Summer School is open to invited partners of FH JOANNEUM. For questions please contact Mrs Veronika Wolf at veronika.wolf@fh-joanneum.at.

Opening of registration: December 6, 2013

Closing of registration: April 11, 2014