

COURSE OUTLINE

INTERNATIONAL SUMMER UNIVERSITY

SOUTH EASTERN EUROPE (ISU SEE)

European Integration in South Eastern Europe from a Business Perspective

The ISU SEE 2013 will consist of two courses with connected content to be held within three weeks. Members of partner universities will be able to contribute to the success of both courses by providing specific knowledge on, for example, the economic/social/legal framework prevalent in the region, growth strategies of firms in the region, specific human resource management challenges in SEE or general business opportunities and risks stemming from the contextual surroundings.

Course Title	Course 1: CONQUERING INTERNATIONAL MARKETS: EUROPEAN INTEGRATION FROM A BUSINESS PERSPECTIVE
Instructor(s)	Univ.Prof. Dr. Jonas Puck Mag.a. Julia Raupp Dipl.Kfm. Alexander Wisgickl
Language of instruction	English
Course level	intermediate to advanced level
Total workload hours	100 hrs/4 ECTS

Aim of the course

The first course is designed to transfer the foundations and theoretical background as well as the contextual surroundings of international business in a more integrated Europe to the participants.

Learning Objectives

The main goal of this lecture is to prepare students for the management of cross border business activities. Students should develop a deeper understanding of market selection, market entry modes, internationalization strategies and international marketing concepts in the context of European integration. Moreover, students should be capable of applying theoretical concepts to concrete marketing tasks for firms active in or coming from South Eastern Europe.

Topics

The course will cover the following topics:

- European market research
- Market selection and entry modes
- Internationalization strategies
- European product politics
- European distribution and pricing
- European communication

Teaching Methods

Students will have to actively participate in class and hold group presentations. A final written examination will be held during the last session of the class.

Attendance throughout the course is mandatory.

Assessment

Pre-course assignment: 20%
Participation: 15%
Group presentations: 30%
Final written examination: 35%

Course Literature	
Hollensen, Svend (2011), Global Marketing, Pearson Education, Harlow, 5 th ed.	

Course Title	Course 2: EMERGING EUROPE: IMPLICATIONS FOR THE INTERNATIONALIZATION OF SEE-FIRMS
Instructor(s)	<i>Univ.Prof. Dr. Jonas Puck</i> <i>Mag.a. Julia Raupp</i> <i>Dipl.Kfm. Alexander Wisgickl</i>
Language of instruction	<i>English</i>
Course level	<i>Intermediate to advanced level</i>
Total workload hours	<i>100 hrs/4 ECTS</i>

Aim of the course	
In the second course, students are expected to apply the knowledge and competence gained in the first course to a specific case in order to gather a deeper understanding of the topic.	
Learning Objectives & Topics	
In the course of the European integration, more and more firms from South Eastern Europe (SEE) pursue a strategy of internationalization, extend beyond their traditional boundaries, and increase their resource commitment abroad. Against the background of this development the internationalization processes of SEE-firms are examined and evaluated based on selected theories of internationalization. In this seminar, students should learn to identify the internationalization processes of SEE-firms in the form of case studies supported by data derived from databases. In addition, they should be capable of critically analyzing these processes with references to theories of internationalization.	
Teaching Methods	
Groups of approximately 4 students will be formed with each group identifying and evaluating the internationalization processes of one SEE-firm. Students will have to actively participate in class, hold group presentations and summarize their findings in a final report.	
Assessment	
Pre-course assignment: 20% Participation: 10% Group presentations: 30% Final report: 20% Closing Ceremony: 20%	