

# COURSE OUTLINE

## INTERNATIONAL SUMMER UNIVERSITY

### SOUTH EASTERN EUROPE (ISU SEE)

#### *European Integration in South Eastern Europe from a Business Perspective*

<b>Course Title</b>	<i>Course 1: CONQUERING INTERNATIONAL MARKETS: EUROPEAN INTEGRATION FROM A BUSINESS PERSPECTIVE</i>
<b>Instructor(s)</b>	• Univ.Prof. Dr. Jonas Puck and his team
<b>Language of instruction</b>	English
<b>Course level</b>	Intermediate to advanced level
<b>Total hours</b>	200 hrs/8 ECTS

#### **Aim of the course**

The ISU SEE 2013 will consist of two courses with connected content to be held within three weeks. 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. 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. 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.

#### **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**

Entry exam at WU: 20%  
 Participation: 15%  
 Group presentations: 30%  
 Final written examination: 35%

<b>Course Title</b>	<b>Course 2:</b> <b><i>EMERGING EUROPE: IMPLICATIONS FOR THE INTERNATIONALIZATION OF SEE-FIRMS</i></b>
<b>Instructor(s)</b>	<ul style="list-style-type: none"> <li><i>Univ.Prof. Dr. Jonas Puck and his team</i></li> </ul>
<b>Language of instruction</b>	<i>English</i>
<b>Course level</b>	<i>Intermediate to advanced level</i>
<b>Total hours</b>	<i>200 hrs/8 ECTS</i>

<b>Learning Objectives &amp; Topics</b>	
<p>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.</p>	
<b>Teaching Methods</b>	
<p>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.</p>	
<b>Assessment</b>	
<p>Entry exam at WU: 20%  Participation: 10%  Group presentations: 30%  Final report: 20%  Closing Ceremony: 20%</p>	