FH | JOANNEUM
University of Applied Sciences

Applied Summer School

Business in Europe

Graz, Austria

July 3 – 22, 2017

APPLIED SUMMER SCHOOL BUSINESS IN EUROPE

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Graz, Austria,
July 3rd- July 22nd 2017

The Institute of International Management at FH JOANNEUM University of Applied Sciences invites its partner institutions to participate in the 5th Applied Summer School on "Business in Europe" taking place in Graz in July 2017.
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.
The summer school will be organized on the Graz Campus of FH JOANNEUM. International students will be hosted by the Institute of International Management at FH JOANNEUM and Austrian students will accompany the international students throughout their stay in Graz. Excursions to a world heritage castle, a famous chocolate manufacturer and to the city of Vienna and the capital of Slovenia, Ljubljana, will give the students the opportunity to get to know the cultures of Austria and Slovenia, its neighboring country.

The academic program includes a total of 17 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 will enable the participants of Applied Summer School 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 3 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 tight teaching schedule, students are recommended to do some assigned reading prior to the summer school.
Texts will be provided by the instructors.

FH JOANNEUMS Applied Summers School foresees the following structure in 2017.

WEEK 1

Monday, July 3rd 2017: Arrival and Accommodation

On Monday afternoon (12:30-18:00) the participants will be able to move into the dormitory.

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Tuesday, July 4th 2017
Welcome: 9.00-10.00
Meeting point: Campus A, 3rd floor, Eggenberger Allee 11, 8020 Graz
Administrative Session: 10.00-11.30

Module INTRO
12.30-13.30

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".

Module 2: History of the European Union, EU Institutions
13:30 – 15:00
Lecturer: Doris Kiendl

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 cartels and abuse of a dominant position.

Reading:

Davies, K. (2011), Understanding European Union Law, 5th Edition, Routledge, Cavendish.

Wednesday, July 5th 2017

Module 3: Economics of the European Union I (Development and Concepts)
09.00-11.30
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

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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 4: Economics of the European Union II (EMU)
12.30-15.00
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. 18 countries have pushed coordination even further by adopting the euro as their currency.

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.

Afternoon: City tour through Graz

Thursday July 6th 2017

Module 5: European Culture I
9:00 – 11:30
Lecturer: Ulrike Pölzl-Hobusch & Sofia de Oliveira

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 an 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. The students will be provided with the theoretical background and through discussion groups, they will develop their cultural self-awareness.

Module 6: Sources of European Union Law and Principles of European Union Law - Subsidiarity, Supremacy, Direct Effect
12:30 – 15:00
Lecturer: Doris Kiendl

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.

Friday, July 7th 2017

Company Visit Zotter & Chocolate Factory

Excursion Castle Riegersburg

WEEK 2

Monday, July 10th 2017

Module 7: European Culture II
9.00-11.30
Lecturer: Ulrike Pölzl-Hobusch &
Sofia de Oliveira

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 on their own communication patterns. 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.

Afternoon, Company Visit Bauer Spirits

BAUER

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Tuesday, July 11th 2017

Module 8: Economics of the European Union III (Enlargement)
Lecturer: Vito Bobek
9.00-11.30

Module Description:

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

http://ec.europa.eu/enlargement/

Module 9: Economics of the European Union IV (Policies of the EU)
12.30-15.00
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: Regional policy and Common Agricultural Policy. 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.

Reading:

El-Agraa, Ali M. 2007. The European Union: Economics and Policies. Cambridge University Press. ISBN: 9780521874434

http://ec.europa.eu/regional_policy/index_en.htm (The European Commission's regional policy website)
http://ec.europa.eu/agriculture/cap-for-our-roots/index_en.htm

http://europa.eu/legislation_summaries/institutional_affairs/treaties/amsterdam_treaty/a20000_en.htm

http://ec.europa.eu/growthandjobs/key/index_en.htm.

Afternoon (15:30) Visit Schloss Eggenberg

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Wednesday, July 12th 2017

Module 10: European Culture III
9.00-11.30
Lecturer: Ulrike Pölzl-Hobusch & Sofia de Oliveira

Module Description:

In this module students will become familiar with different aspects of **non-verbal** communication and their relevance for intercultural encounters. Through analysis the students will be able to apply the input on the verbal and non-verbal aspects of communication. They will be introduced to an approach to cross-cultural business behaviour and asked to give a short critique on their country profile (format: short group presentation).

Module 11: The European common market - Free movement of goods
12:30-15:00
Lecturer: Doris Kiendl

Module Description:

This module explains the European 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 on 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. (2013), Understanding European Union Law, 5th, edition Routledge/ Cavendish

Thursday, July 13th 2017

Company Visit Neuroth

NEUROTH
Besser hören. Besser leben.

Friday, July 14th 2017

Module 12: European Culture IV
9:00 – 11:30
Lecturer: Ulrike Pölzl-Hobusch & Sofia de Oliveira

Module Description:

This module will focus on culture specific information. Two European regions will be discussed in more detail. In addition to some general 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 be able to relate different behaviours in business contexts to cultural **values.**

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Module 13: LAW
12:30 – 15:00
Lecturer: Doris Kiendl

Module Description:

This module discusses labor mobility in the EU, both for employees and self-employed persons. The students will get to know the legislative framework and practical examples in case law.

Reading:

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

WEEK 3

Monday, July 17th

All Day Event: Company Visit Maribor
Excursion University of Ljubljana, Slovenia

Tuesday, July 18th 2017

Module 14: European Culture V
9:00 – 11:30
Lecturer: Ulrike Pölzl-Hobusch & Sofia de Oliveira

Module Description:

In this module students will become familiar with **Geert Hofstede's and Fons Trompenaar'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 visits or their intercultural experience during the summer school) they will be able to apply the acquired knowledge of the course and develop strategies for using it in work related situations.

Module Description:

Module 15: European Culture VI
12.30-15.00
Lecturer: Ulrike Pölzl-Hobusch & Sofia de Oliveira

Module Description:

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 to interact as an interculturally competent person in a global business environment.

Readings:

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

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

Trompenaars, Fons. Hampden-Turner, C. (2000). Riding the Waves of Culture. Breadley Publishers.

Wednesday, July 19th 2017

Module 16: Economics of the European Union V (Challenges)
9.00-11.30
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 has been 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. 2009. Your Guide to the Lisbon Treaty. Brussels: Publications Office of the European Union (pdf document). http://ec.europa.eu/growthandjobs/key/index_en.htm.

Module 17: Economics of the European Union VI (Strategy)
12.30-15.00
Lecturer: Vito Bobek

Module Description:

In March 2010, the European Commission (EC) released the Europe 2020 strategy proposal, which strives for a „smart, sustainable and inclusive growth“and greater policy coordination between the

EU and national governments. While the document was greeted with skepticism in some quarters, others believe it lays out the path to continued European prosperity and social cohesion.
The EU 2020 strategy is about improving competitiveness and achieving sustainable growth in the EU. It builds on the revised Lisbon strategy (2005) which is nowadays often regarded as a failure. E.g., it did not undo the large persisting differences between member states in the implementation of Lisbon goals. A main lesson learned from Lisbon is to reinforce economic policy cooperation. In principle, however, the same governance framework is used. The strategy builds still to a large extent on the toolbox of the revised Lisbon strategy.

Readings:

> The European Commission. 2010. EUROPE 2020 - A strategy for smart, sustainable and inclusive growth. Brussels: COM(2010) 2020 (pdf document).

Thursday, July 20th 2017
Wrap Up and Final Presentations

Friday, July 21st and Saturday, July 22nd 2017

Excursion to Vienna

After checking out from the dorm, we will leave for the Vienna trip later in the morning. We recommend leaving directly from Vienna on July 22nd, 2017 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 four lecturers will be present and students will be given case studies and be asked to analyze 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 to reflect their 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.

Prof. Dr. Doris Kiendl, LL.M.

Doris Kiendl is Chair of the Degree Programs on Inter-national 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. Doris Kiendl 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.

Mag. Ulrike Pölzl-Hobusch

Ulrike Pölzl-Hobusch has served as a lecturer for ESP at several institutes at FH JOANNEUM since 2009, including Infor-mation Management, Journalism and Public Relations as well as International Management. The main focus of her courses is on public speaking and meetings and negotiations in a cross-cultural environment. Since October 2015 she has also been in charge of outbound student exchange coordination as well as organizing a Travel Seminar. Before working as a language instructor on tertiary level, she was teaching English and German on secondary level, did in-company training for several companies and held a one-year teaching assistantship in German as a foreign language at Williams College, Massachusetts, USA.
Her current research interests are Content and Language Integrated Learning (CLIL/ICLHE) and E-Didactics, which is reflected in her contributions at international conferences. Once a year she acts as a licensed TELC examiner for EFL.

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Sofia de Oliveira, M.A.

Sofia de Oliveira started working as researcher at the Institute of International Management of the FH JOANNEUM Graz (University of Applied Sciences) in 2008. She holds a Master of Arts from the College of Education in Graz, Austria (2008) and a degree in English and Portuguese from the College of Education in Lisbon, Portugal (1998). In her professional career she has gathered valuable experiences in the field of international cooperation between social partners and higher education institutions and carried out different roles in the management of European projects. Due to her interest in social and cultural sciences and based on the experience with diverse project teams, she also became a trainer in the field of gender and diversity management. In 2016 Sofia de Oliveira became the International Coordinator at the Institute of International Management and is responsible for the semester abroad conducted by all students of the bachelor degree at the institute. This area of responsibility comprises the "Study Abroad Seminar" in which students are prepared for the experience in one of the many partner universities around the world.

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 (medieval castle) and chocolate manufactory Zotter
- Schloss Eggenberg (UNESCO world heritage castle in Graz)

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 50.000 students). From the 15th century it was a major bulwark against invasion from the East 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 UNESCO City of Design and the newest member of the international network of creative cities in the world.

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Accommodation:

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

Costs:

The academic courses are free of charge for students from invited partner institutions.
The program fee of 1250 EUR includes:

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

Registration:

The Applied Summer School is open to invited partners of FH JOANNEUM.
Maximum number of participants is 25.

Opening of registration:
December 5th, 2016
Closing of registration:
April 30th, 2017

For your registration, details on terms and conditions, please follow this link:
fhj.to/appliedsummerschool

Website:
fh-joanneum.at/appliedsummerschool

For questions please contact
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