



International Business Strategy: The Role of Europe in a Changing World (IBS)

Overview

This business programme is a unique blend of business, language and culture, offering students the chance to undertake a demanding, in-depth study of the European Union.

Date

7–20 January 2018 (two weeks)

Course Content

- Global Market Challenges and Trends for Business in Europe
- Global Strategies in Services Industries

The course programme also includes:

- Study visits to companies and institutions
- Introductory German language lessons

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of business, economics and related fields (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

1100,- €

This includes tuition and application fees, accommodation, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

Credits

- 50 contact hours
- 40 contact hours business course incl. study visits
- 10 contact hours German language at beginners level
- Up to 5 ECTS credits

Accommodation

Student Hostel (double room).

Arrival 7 January (move-in), departure 20 January (move-out).

Culture and Leisure Time Programme

The winter school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, ice-skating, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

- 1 October 2017
- 20 September 2017 for nominated students from partner universities

Contact, Enquiries and Registration

Berlin School of Economics and Law

Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

For a more detailed syllabus, please send an email to summer@hwr-berlin.de

Lecturers

Prof. Dr. Diana Weinberg, Prof. Dr. Mario Glowik
(subject to change)

Week 1: Global Market Challenges and Trends for Business in Europe

Students will explore how firms face various challenges in the increasingly competitive and changing global environment, especially as globalization and the newest advances in technology has been changing the way we engage in international business. Theoretical and business applications will be taught in conjunction in order to show the student how theory and practice are interrelated.

Assessment: Four short papers (50 %) and a final written exam (50 %).

Week 1 Global Market Challenges and Trends for Business in Europe	
Day 1	The EU from the beginnings to today: Challenges for the future (incl. Brexit, transatlantic relations, relations with Russia and Asia, and European elections) Group discussion
Day 2	Challenges for the future of Europe (incl. ageing populations, millennials, IT developments, income inequality) Case study
Day 3	Political, economic and social trends: what to watch for in Europe: Europe's sustainability and CSR issues within societies and MNEs Case study
Day 4	Political and social trends: what to watch for in Europe: Europe's MNEs and their future
Day 5	Company visit Written exam

Week 2: Global Strategies in Services Industries

Students will gain insights into European service-based firms which have developed integrated global strategies based on industry relationships in order to thrive in new environments. Students gain insights to modern diversification, concentration and market entry strategies, and how firms implement their strategic concepts in modern services industries. Theoretical contents are combined with cases studies developed from business practise.

Assessment: Team work in class (50 %) and student's presentations on the final day (50 %). Topics to be announced on the first day of class.

Week 2 Global Strategies in Services Industries	
Day 1	The global business environment – from the European perspective Strategies on directional, competitive and functional level
Day 2	Case study Philips (The Netherlands): Diversification strategy in practice Case study Fresenius (Germany): Concentration strategies in health care business
Day 3	Market Entry Strategies
Day 4	Case Study Boehringer Ingelheim (Germany): License driven market entry
Day 5	Study visit Student's presentations