

040151 KU European Dimension of International Business (BA) (4 ECTS) – WS 24/25

COURSE INFORMATION

Module	International Business
Title	International Business – European Dimension
Structure	22 teaching hours

PROFESSOR INFORMATION

Professor	Oksana Galak, PhD
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Office Location	Oscar-Morgenstern Platz 1, 1090 Vienna, Austria

COURSE DESCRIPTION

The course was initiated within the Jean Monnet Programme with the support of the European Commission.

The goal of this elective course is to deepen the students' understanding of the role of environment in organizational decision-making with specific application to the case of EU. EU-wide institutional initiatives create and constantly alter the “rules of the game” for the European businesses. Thus, the main question of the course is “What were / are / will be the benefits and challenges of the European integration for business?”

Throughout the course the students are expected to develop theory-based skills in evaluating the opportunities and threats in the complex multicultural environments of international firms, in analysing the resources of firms, and in bringing up the solutions in the form of the international competitive strategies. All these aspects of firms functioning are going to be presented and discussed in their connection to the field of EU Business and Economic Studies.

The core feature of this course is a strong focus on the link between theoretical concepts learnt during the lectures and their practical applications in the real-world environments by real firms. To highlight this

link, the theoretical concepts are being consistently explained using the multiple examples of the EU companies currently operating in the global environment.

Even more importantly, during the course the students are supposed to work in small groups on the business cases illustrating the challenges and opportunities related to the specifics of the EU environment, governance structures of the EU firms, their internationalization strategies, and innovation trends. Working through the histories of internationally well-known EU companies, analysing the reasons for their failures and successes, students can use their knowledge to test the applicability of theoretical concepts and come with viable and scientifically based solutions for the future.

MAIN TEXTBOOKS AND MATERIALS

Main Readings:

JOHNSON, D., & TURNER, C. (2016). European business. London: Routledge.

CLARKE, T., & CHANLAT, J. F. (2009). European Corporate Governance: readings and perspectives. London: Routledge.

MANDL, I., & PATRINI, V. (2018). European born globals: job creation in young international businesses. Abingdon, Oxon: Routledge.

PENG, M. W. (2014). Global strategic management. Third edition, International edition. South-Western Cengage Learning.

SOMERS, F. (2019) European Business Environment. Taylor & Francis.

SOMERS, F., DAVIS-OST, K., FRENCKEN, J. and HEUTEN, E. (2019). European Competition. Taylor & Francis.

SUDER, G., & LINDEQUE, J. (2018). Doing Business in Europe. Third Edition. SAGE

Additional Readings:

CAVUSGIL, S. T., KNIGHT, G., & RIESENBERGER, J. R. (2014). International business: The new realities. Harlow, Pearson Education Limited.

DAFT, R. L. (2016). Organization theory & design. Boston, MA Cengage Learning

Other Materials: Other class materials such as lecture slides and handouts are to be made available before the actual start of the classes / particluar sessions.

ACADEMIC CALENDAR

Lecture 1	17.10.2024 (15.00-16.30)
	Kick-off meeting
Lecture 2	24.10.2024 (15.00-18.15)
Topic	Past and Present of European Integration
Topic Focus	<ul style="list-style-type: none"> • What Is Economic Integration? • Single European Market / Single Currency • EU Enlargement
Advanced In-Class Debates	<ul style="list-style-type: none"> - Common Agricultural Policy: history and current state - UK and the EU: from rebates to Brexit and beyond
Lecture 3	7.11.2024 (15.00-18.15)
Topic	Internationalization Strategies of the EU Firms
Topic Focus	<ul style="list-style-type: none"> • Case of Airbus – A successful example of the Effects of European Integration
Advanced In-Class Debate	European Champions: A Model for the Future?
Lecture 4	14.11.2024 (15.00-18.15)
Topic	Competition policy in the EU
Topic Focus	<ul style="list-style-type: none"> • History and Developments in the Competition Policy • Extraterritorial Reach & Private Enforcement
Advanced In-Class Debate	<ul style="list-style-type: none"> - The Fight Against Cartels - Examples of the Recent Cases of Anticompetitive Behaviour and Counteractions of the Commission
Lecture 5	21.11.2024 (15.00-18.15)
Topic	Industrial Policy in the EU
Topic Focus	<ul style="list-style-type: none"> • Industrial Policy in the Last Decades • Recent Developments in the Industrial Policy
Advanced In-Class Debate	<ul style="list-style-type: none"> - Dependencies And Ways of Handling Them - Industrial Alliances
Lecture 6	5.12.2024 (15.00-18.15)
Topic	Digitalization as EU Priority

Topic Focus	<ul style="list-style-type: none"> Challenges in the Creation of the European Information Society
Advanced In-Class Debate	<ul style="list-style-type: none"> Digital Compass and the challenges of implementation DECI and inter-country comparisons
Lecture 6	12.12.2024 (15.00-18.15)
Topic	Sustainability as EU Priority
Topic Focus	<ul style="list-style-type: none"> Sustainable development as part of the double transition
Advanced In-Class Debate	<ul style="list-style-type: none"> CSRD and its impact on business Circular Economy, its principles and ways of implementation
Lecture 7	16.01.2025 (15.00-18.15)
Topic	Managing People in Europe
Topic Focus	<ul style="list-style-type: none"> European Work Directive Rights of the workers
Advanced In-Class Debate	<ul style="list-style-type: none"> Posted workers. Individual Learning accounts
Lecture 8	23.01.2025 (15.00-16.30)
Topic	Final Exam.

GRADING POLICIES

Grading Formula

15% - Participation
45% - In-Class Assignments
40% - Final Exam

Minimum attendance requirement - 75% of classes.

Grading Scheme	
89 – 100	1
76 – 88	2
63 – 75	3
51 – 62	4
0 – 50	5

The course is delivered primarily through lectures and discussions of the specific sub-topics as well as the discussion of selected business cases. Each student is strongly encouraged to participate in the class discussions. Additional questions for in-class debates are provided in the Academic calendar below.

Classroom participation, both during lectures and seminars, is an important part of evaluation. A suggestion to read the assigned material from the reference books and articles, and to express opinions, comments, and insights relative to the discussion topic is to be made.

Lecture Slides, relevant readings, and supplementary materials are to be provided on Moodle before each lecture.

For some sessions, students may be asked to read the selected case studies/policy documents prior to the class. The materials will be provided for reading in advance.

COURSE POLICIES

- Students are required to arrive in class in time.
- If students must leave class earlier, they should let the lecturer know beforehand.
- The assignments should be submitted in due time: late submissions are not going to be accepted.
- Students are continuously informed and updated via the Announcements tool on Moodle. They are expected to check Moodle and their emails regularly.
- Students are recommended not to use phones during the sessions (also for texting).
- Participation is strongly encouraged and rewarded.
- The critique, feedback and suggestions should be constructive and the communication respectful towards each other.
- To ensure the timely and fair access to the information for all team members, the students are expected to only use the Team Forums for all Team-related correspondence with the lecturer (not email).
- If there are questions, problems, concerns, students are welcome to discuss them with the lecturer either personally or via email.