040354 KU European Dimension of International Business (BA) | 2025SS

Chair of International Business: https://international-business.univie.ac.at/

Information about the course:

Course Details

4.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040354 | Start: Tuesday, March 11th, 15:00

Course Instructor: Oksana Galak, PhD
Contact: oksana.galak@univie.ac.at

Office hours for students: by appointment only

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Objectives & Content

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.

Course Policies

The course has "prüfungsimmanenten Charakter". Attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage). More than 25% of absence will automatically result in a "fail" grade.

Both the course and the exams will be held in English.

Students wishing to take this course must register via u:find/u:space (with points) during the registration period. The maximum number of participants is 52.

Registered students who, for whatever reason, are not able to take the course must de-register electronically by the 19th March 2025, 23:59:00. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on 11th March 2025 (Introduction). As failure to do so will result in their exclusion from the course.

- 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 the Team Forums for all Team-related correspondence with the lecturer (not email).
- If there are questions, problems, concerns, students are welcome to discussed them with the lecturer either personally or via email.

Course Structure

Lectures usually take place on Tuesdays from 1.15 pm till 4.30 pm in form of a double lecture, **except** 11th March from 3pm till 4.30 pm. Details of the course syllabus will be discussed in the first session.

Assessment

The evaluation is structured as follows:

- Participation (10% of final grade)
- In-Class Assignments (45%)
- Final exam (40%)

A minimum of 51 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

88% - 100% | 1

75% - 87% | 2

63% - 74% | 3

50% - 62% | 4

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.

Dates & Content

Session	Date/Time	Room	Agenda
(1)	11 March 2025 (3 pm – 4.30 pm)	HS 7	**Kick-off meeting**
(2)-(3)	18 March 2025 (1.15 pm – 4.30 pm)	HS 7	**Past and Present of European Integration** Advances In-Class Debates: - Common Agricultural Policy: history and current state - UK and the EU: from rebates to Brexit and beyond
(4)-(5)	25 March 2025 (1.15 pm – 4.30 pm)	HS 7	**Internationalization Strategies of the EU Firms** Advances In-Class Debates: - European Champions: A Model for the Future?
(6)-(7)	1 April 2025 (1.15 pm – 4.30 pm)	HS 7	**Competition policy in the EU** Advances In-Class Debates: - The Fight Against Cartels - Examples of the Recent Cases of Anticompetitive Behaviour and Counteractions of the Commission
(8)-(9)	8 April 2025 (1.15 pm – 4.30 pm)	HS 7	**Industrial Policy in the EU** Advances In-Class Debates: - Dependencies And Ways of Handling Them - Industrial Alliances
(10)-(11)	6 May 2025 (1.15 pm – 4.30 pm)	HS 7	**Digitalization as EU Priority** Advanced In-Class Debates: - Digital Compass and the challenges of implementation - DECI and inter-country comparisons
(12)-(13)	13 May 2025 (1.15 pm – 4.30 pm)	HS 7	**Sustainability as EU Priority** Advanced In-Class Debates: - CSRD and its impact on business - Circular Economy, its principles and ways of implementation
(14)-(15)	20 May 2025 (1.15 pm – 4.30 pm)	HS 7	**Managing People in Europe** Advanced In-Class Debates: - Posted workers. - Individual Learning accounts
(16)	10 June 2025 (3 pm – 4.30 pm)		**Course Wrap up** **Preparation for Exam**
(17)	17 June 2025 (3 pm – 4.30 pm)	HS 7	**Final Exam**

Registration/De-Registration

https://ufind.univie.ac.at/

Literature

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 / particular sessions.