

APPLIED SUMMER SCHOOL Business in Europe



Graz
Austria





"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".


FH-Prof. Mag. Dr. Doris Kiendl, LL.M.
Head of the Institute International Management


APPLIED SUMMER SCHOOL – BUSINESS IN EUROPE


Applied Summer School – Business in Europe is a project offered exclusively to our international Partner Network which currently comprises around 100 partners all over the world. International students are hosted by the Institute of International Management at FH JOANNEUM and accompanied by Austrian students throughout their entire stay in Graz. Excursions including an overnight stay at a world heritage – the Ruine Forchtenstein, trips to a famous chocolate manufacturer, to the city of Vienna and to the capital of Slovenia, Ljubljana give the students the opportunity to get to know the cultures of Austria and Slovenia, its neighboring country.

Applied Summer School – Facts:

 Located in Graz, the capital of Styria

 3 weeks program in July

 6 ECTS (150 hours of workload, 30 ECTS represent a full semester workload)

 17 integrated teaching modules

 Company visits

 Excursions

**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 (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 nice 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.

Company Visits

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 doing business in Europe. The company visits include meetings with senior executives of major Austrian companies, for example, such as:

- Excursion to the Austrian company Kühlbreinmost, a famous organic cider producer.
- Company visit to the Franz Bauer Distillery, which has produced excellent spirit specialties since 1920.
- Company visit to Neuroth, a local producer in the field of hearing aid acoustics as well as hearing protection, children's acoustics and medical technology.

Excursions

The program of the Applied Summer School also comprises visits to nearby main cities, sightseeing and other attractions, such as:

- a guided city tour in Graz, Austria
- a travel and overnight stay at ruine Forchtenstein – a medieval castle including BBQ and evening program with an Austrian band
- a one-day excursion to Slovenia (Maribor, Ljubljana) including a visit in a brewery
- an excursion to the chocolate factory Zotter including chocolate tasting
- a two-day excursion to Vienna at the end of the program



Accommodation

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

Costs

The academic courses are free of charge for students from invited partner institutions. The program fee of 1,300 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.

Our spots are limited. Your spot will be confirmed after your successful payment transfer.

Please reserve your spot as soon as possible via Email:
E: gerlinde.wade@fh-joanneum.at
E: andrea.kling@fh-joanneum.at

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

Website:
<https://www.fh-joanneum.at/international/studienprogramme/applied-summer-school/>

Assessment of the Students

The assessment will consist of several parts:

Students are expected to attend all classes and actively participate in discussions. During the modules students will be asked to give short presentations on selected topics.

One discussion unit will be held, during which all four lecturers will be present. Students will be given case studies and be asked to analyse them as a group effort and to present their results. Each module might also contain a written assessment.

Teaching Modules

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



Teaching Modules

INTRO	European Culture I	Economics of the EU I: Development and Concepts
<p>This module starts 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”.</p>	<p>Students will be able to address their cultural knowledge about Europe and learn to differentiate between cultural stereotypes and generalizations.</p>	<p>This module covers major economic developments taking place within the European Union (EU) using a mixture of economic theory and empirical evidence.</p>
	European Culture II	Economics of the EU II: EMU
	<p>This module will focus on the interrelation between communicative behaviour and cultural values and norms.</p>	<p>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.</p>
EU Law I: History of the European Union, EU Institutions	European Culture III	Economics of the EU III: Enlargement
<p>This module introduces the students to the organizational structure of the European Union and will gain information on the powers of the main institutions</p>	<p>In this module students will become familiar with different aspects of non-verbal communication and their relevance for intercultural encounters.</p>	<p>The EU’s enlargement policy deals with the countries currently aspiring to become members of the European Union. This includes compliance with all the EU’s standards and rules.</p>
EU Law II: Sources of European Union Law and Principles of European Union Law	European Culture IV	Economics of the EU IV: Policies of the EU
<p>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.</p>	<p>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.</p>	<p>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. But this requires smart policies, which foster the global competitiveness especially of European industry.</p>

EU Law III: The European common market - Free movement of goods	European Culture V	Economics of the EU V: Challenges
<p>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.</p>	<p>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.</p>	<p>The economic and financial crisis has inflicted severe disruptions on the European and global economy. Decisive policy measures will be needed particularly in view of stimulating investment entrepreneurship and innovation.</p>
EU Law IV: Labor Mobility	European Culture VI	Economics of the EU VI: Strategy
<p>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.</p>	<p>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.</p>	<p>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.</p>



Lectures



Prof. Vito Bobek, PhD

Vito Bobek has a long history in academia, consulting and entrepreneurship. He works as a professor of International Management at FH JOANNEUM and at the University of Maribor. He is also owner of Palemid Consulting, Research, Education LLC. as well as a member of the editorial boards in five international journals. 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 International Management at FH JOANNEUM -University of Applied Sciences in Graz, Austria. Doris Kiendl has 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 has acted as lecturer in EU law and international business law in several universities in Austria, U.S.A. and Australia.



Sofia de Oliveira, MA

Sofia de Oliveira holds a Master of Arts from the College of Education in Graz, Austria and a degree in English and Portuguese from the College of Education in Lisbon, Portugal. In her professional career she became the International Coordinator at the Institute of International Management, carried out different roles in the management of European projects and also became a trainer in the field of gender and diversity management.



Mag. Mag. Gerlinde Wade

At FH JOANNEUM, Gerlinde Wade coordinates several international programs: She program manages the „Global Business Program“ and welcomes around 50 new students each semester, coordinates FH JOANNEUMS „Applied Summer School – Business in Europe“ as well as the Lifelong Learning Master Program „MSc. European Project and Public Management“. She lectures in all programs and focuses on Cross Cultural Communication, Workshop Management, Persuasion and Negotiation Techniques as well as European Culture and Languages.



“It was my first experience traveling abroad for the purpose of studying. The summer school gave me the opportunity not only to study interesting subjects of the program, but also visit real factories, get into the production process and feel the business from inside. In addition to the educational part, the summer school included many excursions, which made it very entertaining. During my stay I have met a lot of new friends with whom I am still in contact. And I also got a desire to come back to FH JOANNEUM again and again!”

Valeria Matveeva, participant of ASS

“The summer school program at FH JOANNEUM was a great experience that I highly recommend. You are able to understand how to do business in Europe, visit different real companies, prepare presentations, practice teamwork, etc. A program is 100% in English with international students and teachers, and that enriches the experience and cultural exchange.”

Bernardita Labra, participant of ASS

“Well, the first thing that I learnt during the Program was law of the EU, that was very useful for me as for a specialist in international economic affairs. Secondly, we got to know a variety of cultural dimensions and concepts of different nations, what I found very interesting and applicable in the real word. The most interesting part for me were economic classes, which were very demonstrative and very comparable with real causes and consequences.”

Artem Zolotarev, participant of ASS

Contact and Information

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The descriptions and timelines contained in this brochure are subject to change at the discretion of the Professor and according to the Rules of FH JOANNEUM, University of Applied Sciences.



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