



MK/IB 305 INTERNATIONAL BUSINESS AND MARKETING IN CENTRAL EUROPE
IES Abroad Vienna

DESCRIPTION:

This course analyzes major factors of the European integration. Essential elements of European history leading to the largest common market will be evaluated. The course also focuses on global business trends, as they have affected the rapid changes and developments of the former Eastern European countries. The course combines essential elements of European developments, institutions, politics, and policies with clear and accessible explanations of economic principles of European integration. The role of marketing in the transition period of former communist countries and economic systems will be explained. Cases will show the effects of marketing parameters in the development of the newly organized regions. Actual developments, evolving economic crises will be observed and evaluated. Effects on consumers, business and communication networks will be discussed. In addition, actual information sources online as well as newspapers, magazines and course-related trips will encourage a deeper understanding of the principles of international business and marketing.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

METHOD OF PRESENTATION:

- Lectures with discussions
- Guest lectures on current issues; i.e. energy, mergers & acquisitions, financial & capital markets, start ups
- Power Point presentations
- Group Work on cases
- Student presentations on literature
- Summary and reflections on prior lesson
- Course-related field trips

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation – 10%
- Midterm Exam – 25%
- Final Exam – 25%
- Research Paper - 20%
- Presentations - 20%

Course Participation

Summaries and reflections of prior lessons; group activities

Midterm Exam

Written: Part 1. 10 general questions on lectures/ topics/course related field trips; Part 2. Marketing case

Final Exam

Written: Part 1. 10 questions on lectures/topics/course- related field trips; Part 2. SWOT analysis on business case

Research Paper

Analysis of a selected international business; SWOT analysis

Presentation

Students select one book of the required reading list and form teams of 2-3. They determine and choose the most important chapters and present the major content as a group. Grading is based on a) choice of chapters, content; b) clarity of presentation: Power Point/oral presentation

LEARNING OUTCOMES:

By the end of the course students will be able to:

- have a general understanding of Austrian, European and Central European business affairs
- discuss global and international business trends
- differentiate between the US and the European economic systems and structures
- analyze major differences of European markets
- understand general principles of strategic marketing in Europe and Central Europe
- identify the most important fields of international business, their missions and goals

ATTENDANCE POLICY:

IES Vienna requires attendance at all class sessions, including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than two classes without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence.

Excused absences are permitted only when:

- 1) a student is ill (health issues),
- 2) when class is held on a recognized religious holiday traditionally observed by the particular student, or
- 3) in the case of a grave incident affecting family members;
- 4) Exceptions may be made for conflicting academic commitments, but only in writing and only well in advance of missed class time.

Please refer to IES Vienna Attendance Policy for details on how to get your absences excused.

CONTENT:

Week	Content	Assignments
Week 1	Introduction to course and topics, syllabus 1. Personal introduction of students, backgrounds, interests. 2. General introduction on economic and political structure of Austria, European Union 3. Austria's Social Partnership 4. The five business clusters of Austria 5. Business Cluster 1 Tourism; Course related field trip "Smartguide World Cultural Heritage site Vienna's Inner City" 6. Book session: Introduction of reading material 7. The diverse forms of government and economies in the European Union: political systems, difference of EU27 to Russia's planned economy	Interviewing classmates in order to know each other. Hand out on social partnerships Hand out "Introducing Austria" by WKO PPT "Tourism in Austria" Hand Out "the SWOT Analysis" Group work on Smartguide evaluation Hand out of reading assignments; forming of teams PPT "Russia; the planned economy"
Week 2	The European Union 1. History, Institutions	PPT Slides

	2. Course related field trip to House of Europe	Guest lecture by Thomas Weber, Communications officer of EU Reflection on Field Trip – Applied game
Week 3	Introduction to Global Marketing 1. Cases: International Brands 2. Course related field trip “Swarovski”, “Apple”, “Nespresso”, “Mont Blanc”, “Dorotheum”	Discussion and field trip evaluation PPT Presentation
Week 4	Global Marketing Part 2 1. International cases, eg. Cirque du Soleil 2. International Business Organizations GATT, WTO, G7... 3. Course related field trip to Vienna International Center: UNIDO, UN 4. Presentations of Group Work	Hand Out on WTO Presentations of promotional materials, film clips Discussion PPT Presentation of teams and discussions on presented topics
Week 5	Midterm Exam	
Week 6	Major Economic goals of EU; Markets, Trade agreements, Topic Energy 1. Excursion to Austrian Power Grid (APG) 2. Mergers and Acquisitions in Europe – basics of comparative and competitive advantage	PPT Presentation, group work Guest Lecture by DI Stefan Führer, APG, Grid Manager Guest lecture of DDr. Manfred Moschner, CEO of ACS-Mergers & Acquisitions Reflection session and discussion about excursion Group work Hand Out of scientific paper outline Guest lecturer OPEC, discussion
Week 7	Analysis of industries by segment 1. Decisions on final paper topics 2. Excursion to OPEC 3. Lobbying in Europe; development of product know-how, principles of Public Relations; The role of Media in European markets	Guest lecturer Reinhold Henke, PR and Marketing expert
Week 8	How to start your own business in Europe 1. Course related field trip to INITS, the Austrian Incubator and Jingle, a high-tech Start Up 2. Small Business: Course related field trip to the “SNOWGLOBE” Manufacturing Company	Guest lecture by Greg from Jingle Guest lecture and Factory tour by the CEO and owner Erwin Perzy II
Week 9	Small Business Small business excursion: Ottakringer Brauerei	

Week 10	Final Exam	
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COURSE-RELATED TRIPS:

- House of Europe – representation of the European Union in Vienna
- Austrian Power Grid (APG) Austrian Energy Supplier, part of the European Energy Grid
- OPEC – Organization of the Petroleum Exporting Countries
- United Nations – Vienna International Center
- Vienna International Fair / example EXPO World Fair Prater
- Smartguide Vienna, example Tourism Cluster
- Meinhof am Graben Tour: example Agriculture Cluster – organic food
- Tesla – example Automotive Cluster
- Apple Vienna – example Technology Cluster
- International Brands Tour: Swarovski, Nespresso, Mont Blanc, Swatch
- Auction House Dorotheum
- Ottakringer Brewery
- Snow Globe Museum Factory

REQUIRED READINGS:

- European Integration – Sharing of Experiences, Jörgen Örström Möller Hardcover – April 25, 2008
- The Economics of European Integration (UK Higher Education Business Economics) Mar 1, 2015 by Professor of International Economics Richard Baldwin
- The European Union: Economics and Policies 9th Edition by Ali M. El-Agraa (Author), 2017
- The Experience Economy, Updated Edition, Jul 5, 2011, by B. Joseph Pine II and James H. Gilmore Harvard Press
- The Industries of the Future: by Alec Ross | Simon & Schuster, Includes Analysis Paperback – April 8, 2016
- The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future Paperback – June 6, 2017 by Kevin Kelly
- Global Marketing, Gillespie, Hennessey, Houghton Griffith Comp., Boston-New York, 2004
- Outrageous Fortunes, Times Books, NY, 2011

RECOMMENDED READINGS:

- Current international newspaper, magazines on relevant course-related issues