



## International Business Strategy in the Service Industry (IBS)

### Overview

Discover the international strategies that underpin the global service industry. This course will explore the challenges faced by service providers in the increasingly changing global environment and in light of technological developments.

### Date

3–16 January 2021 (two weeks)

### Course Content

- Global Market Challenges and Trends for Business in Europe
- Global Strategies in the Service Industry

The course programme also includes:

- Study visits to companies and institutions
- Module on German culture and society from an intercultural perspective

### 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

€ 850 (without accommodation)

This includes tuition and application fees, health, accident and liability insurance, study visits and 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 culture and society
- Up to 5 ECTS credits

### Accommodation

- Student Hostel (double room).
- Arrival 3 January (move-in),  
departure 16 January (move-out)
- Optional booking upon request

### Culture and Leisure Time Programme

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

### Registration Deadline

- 15 October 2020
- 1 October for nominated students from partner universities

### Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

For a more detailed syllabus, please email [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

## Lecturers

Prof. Dr. Matthias Tomenendal,  
Prof. Dr. Caroline Rudzinska (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 globalisation and the newest advances in technology have 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 %).

Day	Global Market Challenges and Trends for Business in Europe
1	<ul style="list-style-type: none"><li>   The EU from the beginnings to today: Challenges for the future (incl. Brexit, transatlantic relations, relations with Russia and Asia, and European elections)</li><li>   Group discussion</li></ul>
2	<ul style="list-style-type: none"><li>   Challenges for the future of Europe (incl. ageing populations, millennials, IT developments, income inequality)</li><li>   Case study</li></ul>
3	<ul style="list-style-type: none"><li>   Political, economic and social trends: What to watch for in Europe – sustainability and CSR issues within societies and MNEs</li><li>   Case study</li></ul>
4	<ul style="list-style-type: none"><li>   Political and social trends: What to watch for in Europe – Europe's MNEs and their future</li></ul>
5	<ul style="list-style-type: none"><li>   Company visit</li><li>   Written exam</li></ul>

## Week 2: Global Strategies in the Service Industry

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 into modern diversification, concentration and market-entry strategies, and how firms implement their strategic concepts in the modern service industry. Theoretical contents are combined with case studies developed from business practise.

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

Day	Global Strategies in the Service Industry
1	<ul style="list-style-type: none"><li>   The global business environment – from the European perspective</li><li>   Strategies on the directional, competitive and functional level</li></ul>
2	<ul style="list-style-type: none"><li>   Case study Philips (The Netherlands): Diversification strategy in practice</li><li>   Case study Fresenius (Germany): Concentration strategies in the health care business</li></ul>
3	<ul style="list-style-type: none"><li>   Market entry strategies</li></ul>
4	<ul style="list-style-type: none"><li>   Case study Boehringer Ingelheim (Germany): license-driven market entry</li></ul>
5	<ul style="list-style-type: none"><li>   Study visit</li><li>   Students' presentations</li></ul>

## Weeks 1–2: Additional Module

### German Culture and Society: Intercultural Perspectives

- || Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
- || The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

