



WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



International Project Seminars

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Competence Center for Central and Eastern Europe

Workshop – July 6, 2010



Selected project seminars

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AND BUSINESS

- „Doing Business in Central and Eastern Europe“
 - Seminar series in cooperation with the Carlson School of Management, University of Minnesota, USA, and diverse US corporations
- „Ost-West-Projektseminar“
 - Seminar series in cooperation with diverse corporate partners in Austria (Rehau, Porsche Holding, Henkel CEE, Beiersdorf CEE)

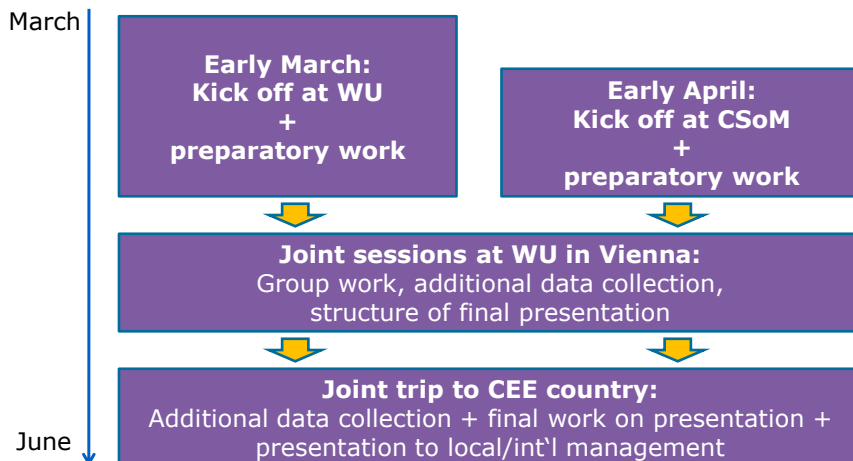
„Doing Business in CEE“

- **Academic partner:** Carlson School of Management (CSoM), University of Minnesota, USA
- **Corporate partners:** IBM Eastern Europe; 3M Corporation; Toro Company
- **Objective:** Develop a better understanding of challenges Western firms face in CEE
- Every summer term since **1996**
- **Duration:** March – June
- **Participants:** 22 CSoM + 5-10 WU students
- **1 faculty** from each university
- **Financing:** Students pay for travel, accommodation & tuition (US)
- **Support** by International Studies Centers or other administrative unit at both schools

3

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Schedule of seminar



4

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Activities (1)

- Preparatory program before groups meet in Vienna
 - Doing Business in CEE (presentation & discussion, readings)
 - Overview CEE region & country market
 - Industry specifics (case studies, reports etc.)
- Introduction to real life case
 - Distribution of case study
 - Forming of groups
- Joint sessions at WU in Vienna
 - Group presentations
 - Guest speakers
 - Group work on case solution (1-4 groups)
 - Sightseeing & social activities (welcome dinner, concert)

5

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Activities (2)

- Joint field trip to CEE country
 - Visit to subsidiary of corporate partner
 - Visit to partner university
 - Additional data collection
 - Customer/distributor/dealer visits
 - Finalizing presentations
 - Presentation to local & international management (videoconference or video tape of final presentation)
 - Farewell dinner sponsored by the corporate partner
- Development of a (long) final version and presentation to corporate partners in USA

6

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After the successful presentation at 3M Poland



7

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East-West Project Seminar

- **Corporate partners:** Rehau, Porsche Holding, Henkel CEE, Beiersdorf CEE
- **Objective:** Students work on a current business problem that the corporate partner faces in Central and Eastern Europe
- **Duration:** Mid-October – mid-January (2.5 months)
- **Participants:** 16-28 WU students (JOSZEF)

8

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List of seminar topics & corporate partners



- Analysis of the teenager market for cosmetics and toiletries in CEE (Beiersdorf CEE)
- Marketing strategies for superglues in CEE (Henkel CEE & Drahtfcb)
- Development of scenarios for the automobile trade in CEE (Porsche Holding)
- Market analysis and market entry strategy for components for cooling systems in CEE (Rehau)

9

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Schedule of seminar



- Introductory meeting with students at WU (introduction to seminar, readings)
- Kick-off meeting at the premises of corporate partner in mid-October
- Forming of student groups
- Several internal meetings at the WU
- 1 – 2 intermediate presentations to representatives of the partner
- Final presentation at the premises of corporate partner in mid-January 2007
- Final seminar papers until end of January

10

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Seminar with Porsche Holding



11

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Key success factors for project seminars

- Find a **dedicated faculty** and **corporate partners** who understand how businesses/universities work.
- Define an **assignment** that can be realistically achieved in one semester.
- Make sure that you have well qualified & motivated **students** in your seminar group.
- The faculty is **project owner** – they are guaranteeing the quality of the outcome.
- Don't underestimate the **coordination task**, especially when more than 2 partners are involved.
- Secure a **basic financing** of the project: It increases the quality of the outcome, enriches the experience for the students and allows a professional appearance.

12

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