

Aarhus BSS Winter School

Danish and European Business
in a Global Perspective
9-20 January 2017

Aarhus BSS Winter School

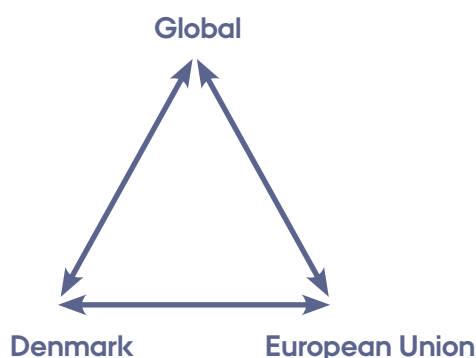
At this point 28 countries are members of the European Union. Doing business in any country and across borders requires a lot of knowledge about the specific country as well as the European Union.

Furthermore, the corporate sector is particularly affected by an increasingly globalized world, which needs to be accounted for when doing international business.

Danish and European Business in a Global Perspective

Research has shown that successful companies have certain capabilities that are quite similar. For companies that want to grow by exporting goods and services to other countries or regions, it may be important to be aware of these capabilities. The challenges and opportunities spurred by globalization apply not only to the big globalized firms but also to smaller firms operating within a single region or country. Due to the fact that Denmark is a member of the European Union, it is possible to describe the business environment facing Danish firms (or firms operating in Denmark) as a triangle.

The Aarhus BSS Winter School will be divided in three parts according to the corners of this triangle.



Part I: Denmark and Business

Lego, Vestas, Carlsberg, Maersk, Danfoss and Pandora are examples of well-known global brands originating in Denmark – a country with a population of only 5.6 million. Denmark has the highest level of taxation and is one of the most equalized countries in the industrialized world. The Danes are at the top in international comparisons of “happiness” of citizen. Denmark has a highly globalized economy. It is an interesting basis for analyzing how smaller companies can be successful in international markets.

Part I of the Winter School programme will provide the students with a general perspective of Denmark, the Danish economy and the corporate sector followed by a deeper analysis of the necessary requirements for companies wanting to expand internationally. Recently, Apple announced that it would place a very important IT-infrastructure platform in Denmark. What makes Denmark and Danish companies competitive?

The competitive context (values, knowledge, public policies, industry structure etc.) of Danish businesses will be analyzed using a framework that can also be applied to other cases. This module will look into the “secrets of success” but also into the constraints on growing business in and from Denmark. While we look at the Danish “case”, the frameworks applied are transferable to other contexts so that students may obtain greater awareness of the importance of business contexts.

Part II: Denmark and the European Union

Denmark is a member of the European Union (EU), but Denmark does not belong to the EURO zone and still has its own currency, called KRONE. The EU is a multi-layered system of governance spanning 28 sovereign member states. Over the course of the past 50 years, each state has voluntarily transferred an unprecedented range of decision-making powers to the so-called supra-national level in Brussels to create - not only the world's biggest single market - but also a globally influential player. The EU has a huge impact on the citizens as well as the corporate sector in each member country. The second part of the Winter School programme will provide the students with a comprehensive knowledge about the different institutions of the EU as well as rules and regulations for doing business in the EU.

Why do national parliaments and governments repeatedly agree to transfer some of their power to the European level? What are the dynamics, interests and constraints influencing European integration - and could/should the same happen elsewhere - such as in Asia or America?

Part III: Denmark, the EU and the World

Approximately half a billion people are living in the EU. In terms of inhabitants this makes the EU bigger than the US and much bigger than Russia, though smaller than the most populous countries, China and India. It is therefore important to look at the EU as a part of the World. For EU companies it is necessary to look across the borders of the union and be aware of the similarities and differences between the EU and other parts of the world. The same can be said for companies that want to do business in the EU.

The world economy continues to globalize rapidly. The intensity of international business competition is continuously increasing. The so-called 'emerging economies' are playing an ever bigger role in world trade and markets, and many of their companies are rapidly growing in sophistication and competitiveness. EU companies, large and small alike, therefore, have to manage this challenge. The final part of the Winter School programme describes the current competitive situation from a global perspective and outlines how some important industries are responding.

Learn more about
Aarhus BSS
Winter School

bss.au.dk/winterschool

Teachers and organisers

The Aarhus BSS Winter School programme is taught by teachers of both Danish and international background and experience.



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My trip to Aarhus was a journey of personal growth and self-discovery filled with unforgettable experiences. Being in Aarhus and experiencing a whole different culture, a different language and a different lifestyle has indeed changed my perception of life. I have formed new lifelong friendships with my wonderful host family, programme facilitators, lecturers and fellow exchange students. I would highly recommend an exchange abroad experience for every student, as it is a lifetime experience and you will learn so much about the world and yourself, and meet the most amazing people!”

Devyani Ahuja – Macquarie University

Practical Information

- » **Dates:** 9-20 January 2017
- » **Course:** Danish and European Business in a Global Perspective
- » **Credits/ECTS:** 10 ECTS
- » **Venue:** Aarhus BSS, Aarhus University, Denmark
- » **Tuition:** Students from partner universities pay tuition to their home university

Why participate in the Aarhus BSS Winter School?

- » High academic level of teaching
- » Earn credits towards your degree
- » Acquire knowledge about business in Denmark and the European Union
- » Add an international profile to your degree
- » Boost your CV with intercultural competences