

ENGAGE.EU Summer School 2023

WU (Vienna University of Economics and Business)

Academic program

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Language of instruction	English
Course level	Undergraduate

Aim of the program

The ENGAGE.EU Summer School is an intensive, two-week summer program taught by professors and lecturers from ENGAGE.EU universities. In line with the general ENGAGE.EU goals, the program aims to provide a forum for interdisciplinary academic exchange and learning on current societal challenges. It aims at equipping students with hard and soft skills needed to tackle these challenges and act as responsible future leaders.

The topic of the ENGAGE.EU Summer School 2023 is "Transformation to sustainability in Europe: Challenges and solutions". While many important steps towards a sustainable future of Europe in accordance with the Paris Climate Accords have already been taken, key challenges remain. In this course, we take an interdisciplinary look at these remaining challenges, which still need solutions for a sustainable transformation of the European economy and society. We will look at these challenges from an economic, social, legal, and business perspectives. We will identify problems different stakeholders face, explore potential solutions to those issues, and highlight successful solutions in related contexts. The goal of this course design is to allow students to understand which fundamental problems still require solutions, which approaches might be promising, and which stakeholders still need alignment towards these solutions.



Learning objectives

Upon the completion of the course, students will:

- Be aware of and understand the key challenges Europe faces in creating a sustainable future
- Have knowledge on how to analyze broad or perhaps ill-defined sustainability challenges from an interdisciplinary perspective
- Understand solutions to key sustainability challenges and evaluate their strengths and weaknesses
- Be aware of the role business and the economy at-large can play in promoting a sustainable transformation in Europe
- Have experience in working together in an international team

Teaching methods

The following main teaching methods will be used:

- Lectures (with interactive discussions)
- Case studies
- Simulations
- Groupwork (Signature project)
- In-class applications

Pre-course assignment

Students must hand in a pre-course assignment 1 week before the start of the presence lectures in July. The pre-course assignment will be a ~2-page essay based on foundational readings on the topic. Exact details will be communicated at the online kick-off in June (or 4 weeks prior to the deadline at the latest). This should ensure that all students have the basic knowledge necessary to start the course at the same level. The pre-course assignment forms part of the overall course assessment.

Course contents

	Date	Topic(s)	Lecturer(s)
Online kick-off	07 June (1-4pm)	Administration & Introduction to the course	L. Tinhof M. Wolfesberger
Day 1	17 July	Welcome Economics of climate change	L. Tinhof P. Pelzl
Day 2	18 July	Economics of climate change Challenges and solutions	P. Pelzl
Day 3	19 July	Demographic change and its implications for the economy and social policy	M. Mourgova
Day 4	20 July	Demographic change and its implications for the economy and social policy	M. Mourgova
Day 5	21 July	Sustainable business models	L. Tinhof
Day 6	24 July	The rule of law and sustainability	F. Brozzetti
Day 7	25 July	A law for sustainability	F. Brozzetti
Day 8	26 July	Public policy making: International relations I	M. Wolfesberger
Day 9	27 July	International relations II: Corporate political activity	M. Wolfesberger
Day 10	28 July	Final presentation Closing	All

Criteria for successful completion of the course

- Course attendance
- Positive evaluation on all sub-components of assessment listed below

Assessment

- Pre-course assignment: Essay (2 pages, individual) (20%)
- Signature Project: Mid-term presentations of challenge(s) (video, group-based) (20%)
- Signature project: Final presentation (in-class, group-based) (40%)
- Participation: Continuous assessment throughout the course (e.g. small quizzes, active engagement; individual) (20%)

Course literature (cases, papers, online material...)

The following is only a preliminary literature list (exact list to be communicated at the online kick-off or in due time):

- Jacob Siegel and David Swanson, Editors. *The Methods and Materials of Demography*, Second Edition, Elsevier Academic Press, 2004. (Available online)
- Jennifer H. Lundquist, Douglas L. Anderton and David Yaukey. *Demography (The Study of Human Population)*, Fourth Edition, Waveland Press, Inc., 2018
- Paiement, Phillip, "Chapter 37: Transnational Sustainability Governance and the Law", in Peer Zumbansen (ed.), *The Oxford Handbook of Transnational Law* (2021, Oxford University Press), pp. 821-844]
- Jaakko Salminen and Mikko Rajavuori, "Law, Agency and Sustainability: The Role of Law in Creating Sustainability Agency", in Teerikangas, S., Onkila, T., Koistinen, K., & Mäkelä, M. (eds.), *Research Handbook of Sustainability Agency*. London: Edward Elgar 2021
- Bach, D., & Allen, D. B. (2010). What every CEO needs to know about nonmarket strategy. *MIT Sloan Management Review*.
- Hillman, A. J., & Hitt, M. A. (1999). Corporate political strategy formulation: A model of approach, participation, and strategy decisions. *Academy of management review*, 24(4), 825-842.

Please note the following information on the total minimum workload for the summer school:

Course level	ECTS-credits	Pre-course workload	In-class activity	Outside of class workload during the program
Undergraduate	5	approximately 6 hours	approximately 40 hours (= 50 teaching units)	14 hours

