SPEA in Bavaria and Lombardia: Global Perspective of Public and Private Sector Interaction

SPEA V482/V582
May 11-31st, 2014

From May 11, 2014 – May 24, 2014 sessions are held at:
The Faculty of Business and Economics at
The University of Augsburg
Universitätsstraße 16,
Seminar Room 3.61 (2nd Floor)
86159 Augsburg, Germany

Accommodations in Augsburg, Germany:
B&B Hotel Augsburg
Haunstetter Strasse 68
86161 Augsburg, Germany
Phone: 49 821 498 120

From May 25, 2014 – May 31, 2014, Sessions are held at:
The University of Bergamo
Università degli studi di Bergamo
via Salvecchio 19
24129 Bergamo

Accommodations in Bergamo, Italy
Sant’Antonio de Foris B&B
Via Borgo Palazzo 2
24125 Bergamo, Italy
Tel: 39 035 232206

INSTRUCTORS:
Professor David Audretsch, SPEA, Indiana University
Professor Erik Lehmann, Global Business Management, Augsburg University
Professor Silvio Vismara, CCSE, University of Bergamo
Teaching Assistant: Joshua Hinger, SPEA, Indiana University
Venkat Nadella, SPEA, Indiana University, PhD Candidate
Katharina Wirtsching, Augsburg University, PhD Candidate
Aileen Richardson, SPEA, Indiana University

The focus of the course will be on the links between globalization public policy in the European context. The course starts by introducing a framework for economic development and European competitiveness for the locus of policy making at the city, regional, state, country, and even international levels. The causes and impacts of globalization for Europe are examined. We will
then turn our focus to particular European policy approaches employed to promote regional economic development and competitiveness. We will consider how European public policy instruments such as science policy, workforce development, infrastructure, and promotion of entrepreneurship serve to generate European competitiveness. The sources of competitiveness and growth are identified. Public policies fostering competitiveness and economic development in Europe are analysed in both a historical and contemporary context.

**COURSE PROJECT:**
A course project is required. This involves writing a paper on the topic of a particular contemporary policy issue confronting Europe. In the paper you should: (1) Explicitly identify policy issues and explore the costs and benefits of these issues for Europe, (2) Identify drivers that have led to the emergence of this policy; (3) Identify policy solutions and approaches that are being discussed and/or implemented; (4) Analyze how such policies may impact different European countries differently; (5) Provide a critique of the prescribed policy approaches and/or solutions. You may work in teams of no more than four classmates. The paper should be a maximum of 15 pages, due August 1st and will be 80% of the course grade.

**COURSE PRESENTATION:**
Students will be assigned groups, and each group is required to present a European policy issue related to the course. Presentation times will be spread out over the last week of the course. Multimedia presentations are not necessary. The goal of the presentation is to evoke a class discussion of a problem at hand (immigration, environmental issues, education, etc), why this topic is important, potential solutions, and the impacts of these potential solutions.

**COURSE BLOG:**
Each Student will be assigned a day of the program to write a weblog and share their experiences. This should include two to three paragraphs describing and reflecting the day’s lecture, site visits, planned activities, anything else they enjoyed, learned, or would like to share with others. In addition, a few photos should be included demonstrating their involvement in the course. The blog should be submitted no later than one week after the course ends and would be beneficial if the blog was written within one day so students will recall the little details of the course. This assignment will be worth 10% of the course grade and a few will be selected to be posted on the SPEA in Bavaria and Lombardia website (SPEA-Abroad.info) for future participants, professors, and others to see what an average day looks like for students participating in course.

**Pre Departure Readings:**

- “France’s Obsession with the Past Hinders Reform.” Von Rohr, Mathieu. Spiegel Online.
• “Merkel Tells Europe: work harder to stay rich.” The Local: Germany’s News in English. http://www.thelocal.de/national/20121217-46823.html#.UYkL1LVJPs4t
• “Turkish Diaspora: Erdogan’s Paternalism Proves Counter-Productive.” Popp, Maximilian. Spiegel Online. http://www.spiegel.de/international/

Sunday May 11, 2014

6:00 pm Student Orientation on campus
(Pass out hand-outs, campus mini-tour, pass out Mensa card/transportation cards, short student introductions)

7:00 pm Göggingen Park Biergarten?

Monday May 12, 2014

9:00 am Project introduction (our expectations) – Josh, Aileen, Venkat, Putting together teams

10.30 – 12.00: Keynote Speech:
Prof. Dr. Thomas Schwartz:

12:00-1:00 Lunch

1:15-3:00 Keynote Speech:
Prof. David Audretsch and Prof. Dr. Erik Lehmann
Globalization in a European Context: the intersection between public and private sector
Tuesday May 13, 2014

10.00 – 12.00 Keynote Speech
Dr. Marga Schweiger-Wilhelm
“Culture & Identity: Customs in regional context”

12:00-1:00 Lunch

1:00-3:00 Group Work Session
Aileen, Josh Venkat available 1-3 and by appointment

Wednesday May 14, 2014

9:00 Leave hotel for Augsburg Inner City

9:30-11:00 Walking tour of Augsburg

11:00-12:30 Free time in City

1:00-3:00 Group Work Session
Aileen, Josh, Venkat available 1-3 and by appointment

Thursday May 15, 2014

10.00 – 12.00 Keynote Speech
Prof. Dr. Daniel Veit
“Digitization of Government – Winners and Losers”

12:00-1:00 Lunch

1:00-3:00 Group Work Session
Aileen, Josh, Venkat available 1-3 and by appointment

Friday May 16, 2014

9:00 Depart hotel for Augsburg Inner City

9:30-11:00 Fuggerei Tour

11:00-12:30 Free time in City

1:00-2:00 Group Work Session
Aileen, Josh, Venkat available 1-2
2:00-3:30 Keynote Speech  
Jack Harding, President and CEO, eSilicon

Saturday May 17, 2014

10:00-11:30 Keynote Speech  
Dr. Alexander Starnecker

12:00 Josh – what excursion do you want to take them on?

(For the teachers, aka David, Erik, Jack, Alexander, Daniel?, Aileen, maximum 9 Persons!  
Including Mrs. Harding and Christina driver Katharina Wirsching – we go to Andechs) without students.

Sunday May 18, 2014

Free Day:  
Optional tours to Dachau concentration camp OR  
Neuschwanstein Castle

Monday May 19, 2014:

All Day: Group Work Session  
Aileen, Josh, Venkat available 10-3 and by appointment

Tuesday May 20, 2014:

Day in Munich  
Nikolaus Seitz: Guided tour of Deutsches Museum  
Lunch at Hofbrauhaus

Afternoon:  
Free time in Munich (note, Bayern Ticket so students travel in groups of 5)

Wednesday May 21, 2014

Morning: Group Work Session:  
Aileen, Josh, Venkat available 10-3 and by appointment

Afternoon:  
Visit of MAN, Augsburg, 14.00 – 16.30  
Speech: Member of the Top Management of MAN  
Speech: Member of the US Ambassador, responsible for economic developments in Germany
Thursday May 22, 2014

9:00            Depart Hotel for IHK
9:30-11:00      IHK visit (is this possible? To be confirmed)
11:30-12:30     Lunch
1:00-3:00       Group Work Session
                Aileen, Josh, Venkat available 1-3

Friday May 23, 2014:

All Day:        Group Work Session
                Aileen, Josh, Venkat available 1-3

Saturday May 24, 2014:

8:00            Depart hotel for Bergamo, Italy

Sunday May 25, 2014:

Free day in Bergamo

6:00            Orientation Session of Bergamo facilities
7:00            Dinner at?

Monday May 26, 2014:

10:00-12:00     Keynote Lecture
                Prof. Dr. Marcel Hülsbeck
                *Family Firms and Regional Development*

12:00-1:00      Lunch

1:30-3:00       Keynote Lecture
                Prof. Guiliano Bernini

Tuesday May 27, 2014:
9:00-10:30 Walking Tour of old city by Jessica Wehr
10:30-12:00 Free time in City
12:30-1:30 Group Work Session
Aileen, Josh, Venkat available 12:30-1:30
2:00-4:00 Keynote Speech
Dr. Massimo Colombo

Wednesday May 28, 2014:

10:00-1:00 Group Work Session
Aileen, Josh, Venkat available 10-1
1:30-3:00 Keynote Lecture
Prof. Viviana Molaschi

Thursday May 29, 2014:

9:00-12:00 Group Work Session
Aileen, Josh, Venkat available 9-12
1:00-4:00 First round of presentation 30 minutes each
David Audretsch, Erik Lehmann, Silvio Vismara all present

Friday May 30, 2014:

9:00-12:00 Final round of presentations
David Audretsch, Erik Lehmann, Silvio Vismara all present
Afternoon: Free -- Celebrate
7:00 Dinner at da Franco

Saturday May 31, 2014:

Students need to be checked out of dorm by 10:00 am.

First draft of 10-15 page paper due Friday May 30th(teachers/assistants need to read over, and mark up – give back via Email by June 21st? Revise and Resubmit paper due August 10th?)