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Department of International Management

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For further information about the project and curriculum please refer to www.fh-joanneum.at/inco

INCO 

Internationalization Consulting

Essentials of Internationalization Consulting and Legal Aspects of Internationalization

- Fine tuning of collaborative skills in dealing with the complex issues of internationalization
- Introduction to the five stages of the consulting process and their application to real-life situations and case studies
- Intervention techniques and pitfalls
- Develop an awareness of different European legal systems

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Internationalization Consulting



- Develop an understanding of contracts as risk management tools
- Enforceability of contracts under certain legal systems and associated traps

English for Business Communication

- Essential business English for negotiations, meetings and telephoning
- Intercultural aspects
- Review of tenses

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Education and Culture

Leonardo da Vinci

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Goal

Expanding international market opportunities for small and medium-sized companies (SMEs) through an in-depth understanding of the different business markets, cultures, competition and opportunities throughout the EU, is the primary goal of Internationalization Consulting, or "INCO" for short.

Target Groups

Future Internationalization Consultants include: Consultants acting as external support to SMEs, employees of small to medium sized firms working internally on aspects of internationalization and graduates who see their future in active participation in the development of trade within the European Union and beyond.

International Strategies of Market Entry

- Theoretical and practical concepts concerning international market entry
- Developing strategies for specific cases
- Meeting customer demands for innovative new products
- Managing risks
- Fostering entrepreneurial thinking and behavior

Internationalization Consulting

Market Analysis

A survey of more than 350 Small and Medium Enterprises from Austria, France, Hungary, Italy, and Poland yielded the following significant results:

A majority of companies (87% of all respondents) have never engaged a consulting company to assist in their internationalization process.

Only 21.5% operate in both their domestic market and in neighboring countries.

Course

INCO is a modern, fully-integrated, blended-learning curriculum designed in collaboration with leading universities, vocational training providers, e-learning specialists and consulting companies. It is based on an in-depth European-wide survey of SMEs and management consultants that identified the key areas where support was needed to increase their business activities in foreign markets.

International Project Management

- State of the art project management tools and methods
- Cutting-edge topics such as outsourcing and virtual project management
- Application to real-world situations and case studies



Concept

Internationalization Consulting is a consultant training course designed to provide them with the skills, knowledge, understanding and experience necessary to assist SMEs in meeting the competitive demands of international expansion.

Modules

- International Strategies of Market Entry
- International Project Management
- Intercultural Management
- Essentials of Internationalization Consulting and Legal Aspects of Internationalization
- English for Business Communication

Intercultural Management

- Develop awareness of intercultural issues with regard to international management
- Intercultural conflict management
- Recognizing patterns and application of available tools