

# **Geopolitical challenges**

**- How European companies need to cope with the challenges of multiple crises**

**Master seminar M.Sc. IBWL and M.Sc. BWL**

Philipps-University Marburg

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# Companies in Europe are confronted with multiple geopolitical crises.



# The seminar “Geopolitical challenges” addresses the multiple geopolitical crises from the perspective of European companies

## Context of the seminar

European companies currently face multiple crises, such as the aftermath of the Covid pandemic, which still leads to lockdowns e.g. in China, the Ukraine war or the conflict between China and Taiwan. These crises do not only affect the economic situation in different areas of the world, e.g. through inflation or supply shortages, but they also have social, environmental and technological consequences, such as hunger, increasing CO<sub>2</sub> emissions, and a threat of de-globalization.

Not only, but also for European companies these crises have initiated times of change (“Zeitenwende”). Change generally increases the level of uncertainty that is associated with economic activity. Thus, it brings new challenges, but also opportunities. However, European companies will only be able to benefit from these opportunities if they understand the geopolitical changes, that the current crises bring with them, and learn to deal with these challenges.

This seminar addresses these two aspects: It aims at

- a) shedding light on the current geopolitical challenges and their economic, social, environmental and technological consequences, and
- b) deriving strategy recommendations for different European companies.

# The goal of our seminar is to understand the geopolitical challenges that European companies face and to develop coping strategies

## Elements of the seminar



The diagram consists of a large light blue vertical rectangle on the left. Two white rectangular boxes with black borders are positioned to the right of this rectangle, one above the other. Each box contains text. To the right of each box is a bulleted list of topics. A thick black arrow points from each box to its corresponding list of topics.

**Understanding challenges resulting from today's multiple crises**

- Current geopolitical problems and challenges
- Consequences of the current geopolitical challenges for the world and the European economy
- Social and ecological consequences of the current geopolitical problems and challenges
- Technological consequences of the current geopolitical problems and challenges



**Group presentations on November 16th**

**Developing strategies for European companies to cope with today's multiple crises**

- Developing scenarios for today's multiple crises
- Deriving strategies for specific European companies to deal with these crises

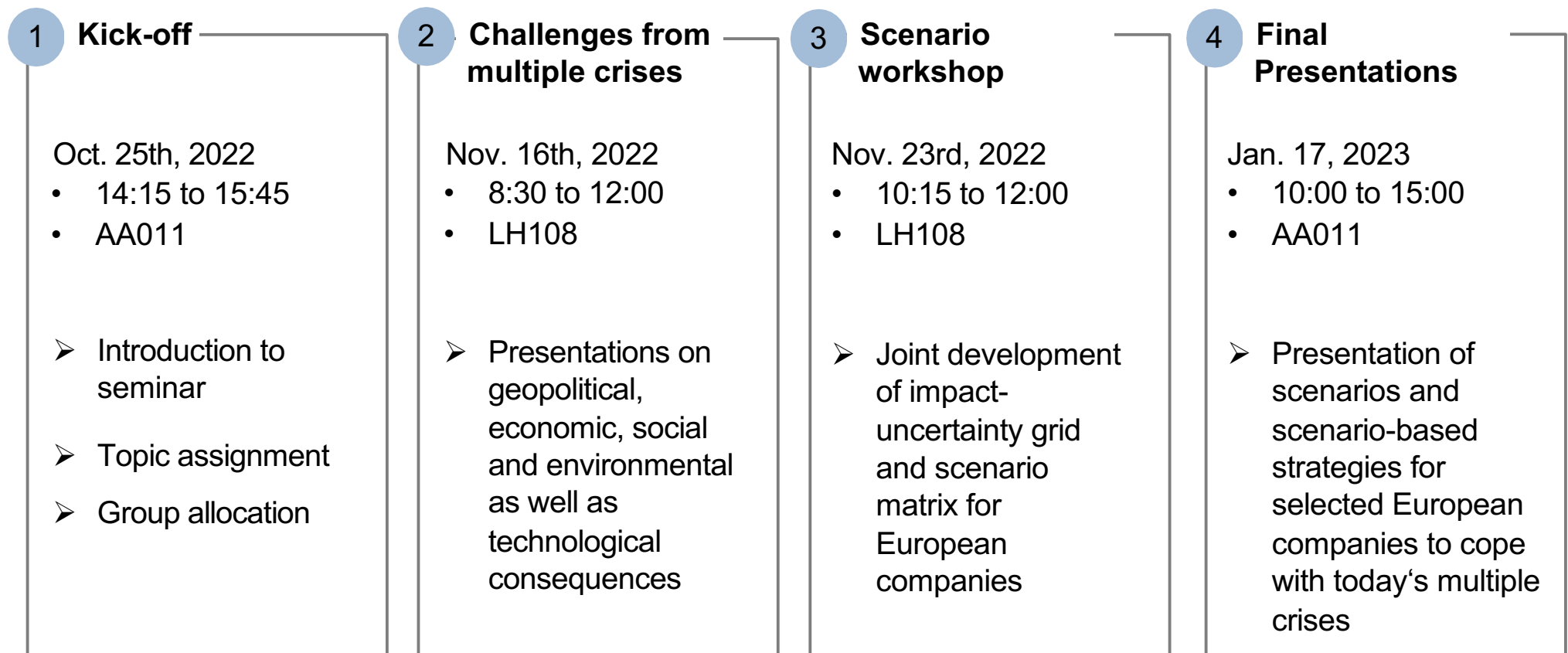


**Scenario workshop on November 23rd and Group presentations on January 17th**



# The seminar contains four in-person sessions with two graded presentations

## Seminar dates and locations



Grading based on group presentations on Nov. 16th and January 17th