

1. Basic description

Name of the course: Doing Business in Europe

Academic year: 2017-2018

Term: 2nd

Degree / Course: International Business Program

Code: 80227

Number of credits: 6

Total number of hours committed: 45 contact hours + 105 hours of additional autonomous work.

Teaching language: English

2. Presentation of the course

Our globalizing world gets more integrated and interdependent. As productions and markets are becoming global, businesses cannot escape from the challenges of international business practices. Governments and businesses must keep up with global trends if they wish to remain competitive strategically and structurally. Moreover, political, economical, and social dimensions are challenged by technological advancement and businesses are tied to multiple dimensions of cultural and ethical standards. These factors further increase uncertainty and initiate rapid and unexpected changes in business practices. In order to accommodate these global environment changes and fit in the constantly reorganizing international context, countries tend to form different levels of economic integrations. One of the most advanced economic integration is the European Union.

This course aims to provide a comprehensive and integrated coverage of the European Union (EU) and the Pan-European market. In order to better understand how to conduct business in Europe, the course will start with offering a global view on Europe: its historical background, differences in culture dimensions among European countries, and the evolution towards European integration. It also focuses on the expansion of the EU (history and controversial issues in joining to and/or remaining in the EU), its institutions, monetary systems, legislations and requirements that regulate European businesses activities. After analyzing the economic, socio-cultural, technological, and legal environment in the European Union, in the second section, you will get also get familiar with the national differences among European countries which will aid you to assess the future of the EU.

Overall, this course will help you to understand how to conduct business in the EU and negotiate your way through the multiple challenges of cultures and nations in Europe. Your learning about business in Europe will also increase your hands-on knowledge about constructive communication practices and negotiation techniques used in a cross-cultural context.

3. Competences to be achieved in the course

General competences	Specific competences
<p data-bbox="320 645 683 678">Instrumental competences</p> <p data-bbox="225 712 778 770">G.I.1. Ability to search, analyse, assess and summarise information.</p> <p data-bbox="225 775 778 833">G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p data-bbox="320 871 740 904">General personal competences</p> <p data-bbox="225 938 778 1061">G.P.1. Ability to adapt, lead and work in a group that is multicultural, interdisciplinary, competitive, changing and complex in nature.</p> <p data-bbox="320 1099 740 1133">Generic systemic competences</p> <p data-bbox="225 1167 564 1200">G.S.2. Ability to observe.</p> <p data-bbox="225 1205 778 1285">G.S.7. Promotion of and respect toward multicultural values: respect, equality, solidarity, commitment.</p>	<p data-bbox="876 645 1222 678">Disciplinary competences</p> <p data-bbox="802 712 1356 792">E.D.2. Recognise and assess the duties of international economic institutions and their impact on business activity.</p> <p data-bbox="802 797 1356 920">E.D.3. Understand and recognise the geopolitical, social and cultural dimension of a wide range of economic activities.</p> <p data-bbox="802 925 1356 1084">E.D.4. Provide an economic and political perspective of different areas in the world and facilitate a critical comprehension of their current processes.</p> <p data-bbox="802 1088 1356 1285">E.D.5. Identify the economic, cultural, political, legal, democratic and technological environments that may represent opportunities and threats for the development of business at a worldwide level.</p> <p data-bbox="876 1323 1222 1357">Professional competences</p> <p data-bbox="802 1391 1356 1471">E.P.13. Improvement of communication and negotiation skills, both oral and written.</p> <p data-bbox="802 1476 1356 1599">E.P.16. Adapt the communication style to different audiences, understand cultural differences in communication and convey multicultural abilities.</p> <p data-bbox="802 1603 1356 1727">E.P.20. Ability to confront and understand the business culture and environment and propose real solutions to specific problems in the organisation.</p>

The above competences interrelate with the basic competences set out in Royal Decree 1393/2007, namely:

- a. competence to **comprehend knowledge, on the basis of general secondary education**
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, ability to develop and defend arguments and to solve problems

- c. competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public
- e. competence to **develop learning activities** in a relatively autonomous manner.

In order to establish a correspondence between the basic competences and those developed in the degree, these are grouped according to two criteria. Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, with respect to general and specific competences.

Basic competence: **understanding of knowledge**

- I. General competences G.S.2*
- II. Specific competences E.D.3, E.P.16*

Basic competence: **application of knowledge**

- I. General competences G.I.2*
- II. Specific competences E.D.5*

Basic competence: **gather and interpret data**

- I. General competences G.I.1*

Basic competence: **communicate and transmit information**

- II. Specific competences E.P.13, E.P.16*

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalising students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project
- provide students with the capacity to take complex decisions and carry out negotiation processes

- I. General competences G.P.1, G.S.7*
- II. Specific competences E.D.2, E.D.4, E.P.20*

Own competences of the subject

Capacity for adapting to and to empathise with a business environment operating in Europe.

4. Contents

Understanding of Europe and the European Union: geopolitics, markets and business; Specific elements of economic and business organisations in the EU.

- Macro-analysis:
 - o Historical roots of Europe: from feudalism to modern Europe
 - o Cultural dimensions of European countries and their effect on business
 - o The evolution of the European Union: expansions, institutions and legal background
 - o Short overview of Economic integrations
 - o The evolution of the European Union: expansions, institutions and legal background
- Doing business with the European Union
 - o Being European – Managerial and consumer behavior differences through understand the dimensions of culture: Hofstede (PD, I/C, M/F, UA, LTO) and Hall (4 dimensions)
 - o Standardization versa adaptation: Segmenting the Single Market (cultural, social, personal and psychological factors; cultural and language barriers to standardisation)
 - o The challenges of the enlarged EU:
 - Central Bank of Europe and the Euro-zone; the “others” (non-Euro countries)
 - differences of North and South
 - East-European specifics
- The Future of Europe and the EU
 - o Further expansion (pros and cons) – should the EU split in two?
 - o The viability of the Euro
 - o Nations of regions?
 - o Is it possible to form a political union?

Note: The course is interdisciplinary by nature: it concentrates on theoretical and practical knowledge originated in different social science disciplines such as economics, management, political sciences, international business, cultural anthropology and intercultural communications.

5. Assessment

I accommodate different learning styles in our classes and in the grading system. Thus, you will have several ways and forms of assessment during this course including continuous evaluation and synthesis: you will have tests, comprehensive exams, and group assignments that you will present to the class.

Your Final Grade will be computed by the following elements:

Continuous evaluation: (assignments)	News presentation	5 %
	3 tests (3 x 5%)	15 %
	Country analysis	20 %
	Participation	10 %
	
		50 %
Synthesis:	Final Exam	50 %
	
		100 %

Individual assignments:

- Tests (ongoing, 5% each): You will have 4 tests (appr. biweekly - dates will be advised) during the course that will measure your advancement in the theoretical background of the previously visited topics.
The format of the test would be multiple choice quizzes and/or short-answer questions. These tests will give you a chance to evaluate your theoretical understanding of the material. According to school normative, only the result of 3 tests will be included in your final grade - the test with the worst result will be dropped.
- Participation (ongoing, 10%): you should attend all your classes (both your lectures and seminars) and participate actively in class discussions and in our previously scheduled debates. After 3 missing classes, your participation grade will be affected.

Group assignments:

- News presentation (ongoing on every class, 5 %): Your group will present current news relevant to the weekly topic. In your presentation, you apply theoretical terms and concept to the news. During presentation, you will use PPP or other visual aid that will be posted on Moodle for peer learning. At the end of your presentation, you will conduct a class discussion based on 2-3 questions prepared on the presented subject. You should provide proper citation for the news (source of the news, title, time and place of publication etc.) at the end of your presentation
- Country analysis of a chosen industry: "My country in the EU" (Presentation and Group Paper (20%))
2-3 students will work together to prepare a country analysis in Europe on a chosen industry.
Your country analysis will give you an opportunity to obtain knowledge on a country (see provided list) and its relationship to the EU regarding a particular industry your group chooses the industry). You will also have the opportunity to apply theoretical terms and concepts to the practice. Moreover, this assignment will further aid your teamwork and presentation skills.

You can choose from the following countries:

The Netherlands
Sweden
UK
France,
Germany
Italy
Poland
Portugal

In your paper, you need to concentrate on the practical use of terms and concepts previously visited in classes:

- Macro-analysis of your chosen country: short historical background; political and economical system and data (GDP, Unemployment, Inflation, financial rating) socio-cultural specifics (demography, language, dominant religion, culture diversity -majority/minority)
- Reason to joining to the EU and its role within the EU
- Relation to EU institutions and regulatory systems

- Short presentation of your chosen industry and its current economic challenges within the EU and globally (including possible business challenges when engaging an international business activity within the industry)
- Negotiation suggestions to businesses (based on cultural dimensions and norms, how to negotiate successfully in the sector of your country)

Your 20 minute presentation will be part of your grade. Your *PowerPoint or Prezi* presentation will influence your essay grade: it can improve it or reduce it by one grade. I will look for verbal and non-verbal clues, presentation skills, content, format (outline!), and also length and time. You should try to use your time most efficiently. For further information, please, check the presentation guidelines posted on *Moodle*.

You will prepare a group essay (7-8 pages) on your finding and will provide a printed copy on the last days of presentations.

Note: all papers should use proper form of resource citations (preferably APA – see examples on Moodle) both for end-references and in-text citations. You are not permitted to cite any Wiki cite!!!!

General terms during class sessions

Respect for Others:

Respect and tolerance for other people's points of views is required in our classes. We know that disagreements over different points of view might arise, but it is very important that you handle such disagreements with discretion. Remember: We should embrace diversity of opinions instead of condemn them. I will not tolerate any form of disrespect to anybody in the class.

Cell phones: Unless I indicate otherwise, please, turn OFF your cellphone for the duration of the class.

Plagiarism:

Presenting the work of another as your own – whether through direct copying, uncited paraphrasing, or inadequate citation practices – constitute plagiarism. *You must cite your sources* always (e.g. definition of the terms indicating page number of your book with full citation of your source). If you do not know how to give credit where it is due, you should check library resources.

A paper that is *plagiarized in whole or in part will receive a 0*, and the paper will be turned over to the course coordinator to determine further action. Please, remember: citing your sources gives more value to your paper. Moreover, while protecting intellectual property rights, plagiarism is grounds for dismissal from the university.

Final Exam

In order to be admitted for final examination, you need to get at least an average grade of 4.0 on your continuous assessment (News presentation, 3 Surprise test, Country analysis, and Participation). In case you do not score at least 4.0 on these works, your final grade will be the continuous assessment average grade, and therefore, a "Failed".

In order to pass the course, you must turn in your final exam. In case you cannot come to the final exam, your final exam grade will be noted as "Missed." In order to pass the course successfully, the **minimum grade of your final exam is 5.0**. In case you Fail - do not arrive to the minimum grade - your final exam, your final course grade will be the grade of your final exam.

7. Methodology

You must actively participate in your lecture and seminars. We will have student presentation in any of our classes.

Lectures combined with seminars:

You should activate yourself in the lectures dialoguing with your professor and peers. The form of the classes will vary from PPP, YouTube segments, discourses etc. We will also have guest speakers so you are expected to ask questions and comment on the presented topic

You expected to be active during our classes as we will have different activities such as discussions, questions-and-answers, debates, role-playing, etc.

8. Scheduling activities

1) Allocation of hours between theory and practical lessons (based on the number of credits in the curriculum):

- In 4 ECTS subjects, 2h 15 min. of lecture combined with seminars

2) Scheduling activities under the curriculum, from:

- In the classroom: Lecture classes, Seminars, Face-to-face tutorials, "Regulated" practical classes (lab...)
- Outside the classroom: Group work, Individual work (reports, exercises...), Independent study

Week	Activity in the classroom Grouping/type of activity	Activity outside the classroom Grouping/type of activity
Week 1	Intro to the course. Historical background – creation of nations in Europe Discussion on the relevance and differences of socio-economic data in the Europe	Read material on Moodle and study the map of Europe
Week 2	<i>News</i> ; Free trade & Protectionism; the history of econ development in Europe (from Smith and Ricardo through Elizabeth I and List) including economic advantages (absolute, comparative and competitive) <i>Choose your country</i>	Read Moodle material browse suggested web-sites – including YouTube videos
Week 3	<i>News</i> ; The relevance of cultural dimensions in business. Hall's concept of culture dimensions. Intro to Hofstede; Practicing the concept of culture (cultural relativism, tradition and change in cultures) and its dimensions	Hofstede & Hofstede 1, 2.3 Practices on culture
Week 4	<i>News</i> ; Continue with Hofstede's cultural dimension Exercises on cultural dimensions and their effect on business Managerial differences in the leadership of European MNCs;	Moodle material; Hofstede & Hofstede 4, 5 Start group work on country analysis
Week 5	<i>News</i> ; Forms of economic integration (from custom duty agreements to political unions) The aftermath of WWII – the first European agreements and co-operations <i>Possibly Guest speaker</i>	Read Moodle material Practicing material on Moodle
Week 6	<i>News</i> ; Development and stages of the European Union; Issues of integration based on national	Individual research on the roots of the EU

	economic differences and managerial practices	
Week 7	News; European business environment: The EU and its institutions (including the increasing role of the European Parliament); Debate 1: Questions on Greece (member), UK (vote), and new members in the EU	Moodle material; continue to work on Country analysis presentations
Week 8	News; The Euro and the European Central Bank; non-EU members of EU The future of the Euro The Pan-European market: Difference in Consumer expectations	YouTube and other material on the ECB
Week 9	News; Debate 2: Can we expand the EU? Pros and cons for a political union in Europe	Provided material. Prepare for country presentations
Week 10	<i>Country presentations</i>	Prepare for presentations
Week of final exams	<i>Final Exam (comprehensive)</i>	