

Number of ECTS credits : 5

Course language : English

Course leader : SAMUEL Mark , VYAS Hitesh

Speakers : VYAS Hitesh

≡ COURSE DESCRIPTION

This course is designed to examine the background and current position of Europe - in the aftermath of economic and euro crisis, a rising insecurities from globalization, and geopolitical threats facing the continent - to help students understand the factors and influences at work in the European business environment. This involves understanding the circumstances faced by firms, some of which are legacies of history and some, which are changing faster than many think, and effects of numerous national governments and the E.U. initiatives to bolster Europe's economy and cooperate performance.

≡ COURSE OBJECTIVES

The aim is to give students some insights into complexities of the business environment in Europe from economic, political, legal, and social perspectives. Beyond this immediate objective, the second objective is to increase awareness cultural differences so students can manage in a cross cultural context. The course is divided in four major themes: Globalization, European business environment, and, managing and marketing across culture.

≡ LEARNING OBJECTIVES

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 2 - Construct unexpected proposals with high responsiveness

≡ TACKLED CONCEPTS

External business and macroeconomic analysis (PESTEL)

Managing across cross culture (Hofstede's Framework)

≡ LEARNING METHODS

Lecture, case studies, and team project

≡ EXPECTED WORK AND EVALUATION

Examination	60%
Country Project	30%
Class Participation	10%

≡ BIBLIOGRAPHY

Understanding The EU: A concise Introduction by John McCormick, 7th edition

≡ EVALUATION METHODS

50 % : Continus Assessment
50 % : Examen

≡ SESSIONS

1

LECTURE : 03h00

Introduction, syllabus, and globalization and Europe

2

LECTURE : 03h00

EU structures, single market, Euro, and EU competition policy

3

LECTURE : 02h30

This module will present country analysis (i.e. Porter's Diamond model and PESTEL) and internationalization frameworks

4

LECTURE : 02h30

Continue with country analysis (i.e. Porter's Diamond model and PESTEL) and internationalization frameworks

5

LECTURE : 02h30

Focus on managing across cultural differences using a Hofstede's framework

6

LECTURE : 02h30

After a brief introduction to 'Consumer behaviour' focus will shift on influence of culture on marketing across cultures.

7

ORAL PRESENTATION : 03h00

Team Presentations

8

LECTURE & CASE STUDIES & EXERCISES : 02h30

Lecture and case debriefing on a risk management

9

INDIVIDUAL OR GROUP WORK : 02h30

Examination