

# S3CLE450

## EUROPEAN BUSINESS ENVIRONMENT AND CULTURE

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Number of ECTS credits : 5  
Course leader : VYAS Hitesh

### ≡ COURSE DESCRIPTION

This course is designed to examine the background and current position of Europe - in the aftermath of economic and ongoing 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. The perspective taken is always that of firms and their market, and investors. The aim is to give students some insights into complexities of the business environment in France.

### ≡ COURSE OBJECTIVES

The aim is to give students some insights into complexities of the business environment in France from economic, political, legal, and social perspectives. Beyond this immediate objective, the second objective is to increase awareness cultural differences so students can communicate, and negotiate in a cross cultural context. The course is divided in two major themes: European business environment, and cross cultural business behaviour.

### ≡ LEARNING GOALS

- LO03 - **Analysis** : Use cross-disciplinary approaches
- LO06 - **Action** : Communicate in a foreign language in a professional context
- LO07 - **Entrepreneurship and Innovation** : Identify needs and draw up an appropriate offer
- LO13 - **Cooperation** : Communicate and interact in diversified contexts
- LO15 - **Cooperation** : Act with flexibility, adaptability and intellectual curiosity

### ≡ PRE-REQUISITES

Knowledge of macroeconomics and exposure to marketing concepts would be helpful.

### ≡ REFERENCE

Understanding The EU: A concise Introduction by John McCormick, 2005, 3rd edition

### ≡ CLASS PARTICIPATION

The materials covered in this course will naturally lead to interesting class discussions from which we will all benefit. You are therefore expected to attend each lecture and fully participate in class discussion.

## ≡ EVALUATION METHODS

Final grades will be assigned according to your performance across three dimensions:

1. Project presentation (60%)
2. Final exam (25%)
3. Class participation (15%)

The most recent version of the syllabus, assignments and lectures will all be made available on the class blackboard.

The table displays the lecture topics, readings and assignments that are due for each class session. The table is subject to change throughout the semester so please check the class website for the most updated version. Mandatory reading assignments will be posted on the blackboard.

I reserve the right to change the content or add an additional mandatory assignment.

## ≡ SESSIONS

### **1 Introduction, syllabus, and globalization and Europe relative to rest of the world**

### **2 EU structures, single market, Euro, and EU competition policy. A study of the structure of European Union - its objectives, policies and constraints**

### **3 Business strategy and Country analysis**

This module will present country analysis (i.e. Porter's Diamond model and PESTEL) and internationalization frameworks and organization structure in context to business and marketing strategy. An example of country analysis of doing business in Germany.  
Assignment: Readings on the blackboard

### **4 European Business Culture**

We will discuss the role of cultural differences in individual business contacts as well as in marketing. Is there one European market?  
Assignment: Team Presentations

### **Marketing across culture**

After an introduction on 'Consumer buying behaviour' according to Kotler's principles of Marketing, video examples of commercials will illustrate how consumers from different cultures yield to different advertising appeals.

Assignment: Team Presentations

### **6 Managing Risk**

Assignment: Team Presentations

### **7 What Future for Europe?**

**What will the European business landscape look like in 10 years time?**  
**What opportunities and threats are likely to be faced by firms operating in Europe?**

We will look at some innovative European firms.  
Assignment: Team Presentations

### **8 Final Exam (During the last class)**