**Course title:** Doing Business in Europe  
**Course code:** (GI) BUSI 3007 LNEN  
**Programs offering course:** Semester Global Internship  
**Open Campus Track:** Business  
**Language of instruction:** English  
**U.S. semester credits:** 3.00  
**Contact hours:** 45.00  
**Term:** Fall 2020

### Course Description

This course aims to introduce the related influences of business, society, government and culture in the region and link these influences to the student’s experience within their professional internship program and academic coursework. Using our host location as our beginning reference point, this course will review Europe’s economic and cultural contexts and major changes. We will explore the shared cultural history and diversity across the region. Through small group work and individual inquiry, we will strive to focus on gaining an understanding of the major cultural groups in each country, their heritage and business activities along with the country’s current challenges and opportunities for trade and expansion within the region and globally. By using current business cases and media coverage of economic, political and business issues, we will focus on what we as outsiders to the region need to quickly assess and integrate into our business approaches for success in the region.

### Learning Objectives

By completing this course, students will:

- Describe the economic, cultural, and political context of the city and country in which they are studying.
- Compare and contrast the economic, cultural, and political contexts between European countries.
- Identify and analyze current issues and emerging trends in country and region.
- Recognize and recommend strategies to quickly assess and integrate business approaches for success in the region.
- Articulate in writing and present within group emerging trends and business strategies, particularly as they relate to the country and region.

### Course Prerequisites

None.

### Methods of Instruction

The course is taught through a combination of lecture, group discussions, guest speakers, site visits, small group collaboration, and student presentations. In addition to the books, we will use cases and analysis from current media sources and these will be distributed to you in class. It is strongly suggested you personally choose one or two areas within the overall course content to focus your independent reading on. Past students have found it very helpful to have this related to their internship placement. Between you and your fellow students please ensure all major topics are covered, with a minimum of duplication. Try to become an SME (subject matter expert); this will enable you to share and discuss in the class and score highly on class participation. Course reading and case studies will draw from current events as well as highlight site visits and guest speakers.

One of the most important ways to learn is by personal experience and interaction with your colleagues at your internship as well as those within the community with whom you interact. Find people to speak with, learn from your experiences and observations and share them with your class! Give this assignment your highest priority and enjoy the primary source research of meeting new people!

### Assessment and Final Grade

1. Midterm Exam 20%
2. Individual Case Study 30%
3. Group Project & Presentation 30%
4. Class Participation 20%
TOTAL 100%

**Course Requirements**

**Midterm Exam**

The midterm exam is a written, in-class exam. It is cumulative and takes one hour.

**Individual Case Study**

Students will submit and discuss an individual case study based on a company or industry in the city or country where they are studying. The case study is 3000 words. Guidance for selecting the case and developing a line of questioning as well as the format for the paper will be provided during class. During our first meeting, we will assign individual time slots for each student’s oral discussion in class.

**Group Project & Presentation**

Students will collaborate in small groups based on emerging trends or industry area to explore connections within the region and provide recommendations for strategies. Group assignments and requirements will be provided during class. During our first meeting, we will assign individual time slots for each group presentation in class.

**Class Participation**

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Readings and homework must be done previous to class. The homework should be written, brought to class in order to discuss in class.

**Attendance**

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:
N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

Class: 1.1 Introduction to Course, Assignments, Group Project & Personal Objectives

Overview of European region economic development, including historical trends, with emphasis on your host city and country, in particular.

**Readings:** Suder, Chapters 1 and 2. Johnson & Turner, Chapters 1-4.

**Week 2**

Class: 2.1 Cultures of Europe & Local Country, Including Impact on Business Development

Guidance for individual case study and group projects and presentations. Compare host country and American cultures and how these can affect ways of doing business.

**Readings:** Suder, Chapters 5 and 6.

**Week 3**

Class: 3.1 Governments of Europe & Germany, with Policy Overview & Challenges

Site visit to political establishment. Make up some questions you may want to ask at the site regarding business in Europe and within the European Union, with particular emphasis on Euro-American business.

**Readings and Homework:** Suder, Chapter 3 and 4. Johnson & Turner, Chapters 5-7.

**Week 4**

Class: 4.1 Society & Community Networks in Europe

Guest speaker from the local Government. Make up some questions you may want to ask the speaker of the local government regarding European society and EU networks.

**Readings:** Suder, Chapter 7, 8 and 9.

**Week 5**

Class: 5.1 Business & Community Networks in Europe

Site visit to the Chamber of Commerce. Research the industries and companies doing business per geographical area in Europe; write up questions on business opportunities to ask during the visit.

**Readings:** Suder, Chapter 10. Johnson & Turner, Chapter 9, 15 and 16.

**Week 6**
Class: 6.1 Managing Current Issues in Europe: the Issue of the Refugees

Guest speaker from the local refugee and migrant support NGO. Draw up questions based on your readings to ask during the visit.

Readings and Homework: http://www.spiegel.de/international/germany/refugeepolicy-sees-waning-of-power-for-merkel-a-1111668.html;
http://www.spiegel.de/international/europe/angela-merkel-takes-soft-approach-on-erdogan-after-coup-a-1106345.html;

Week 7
Class: 7.1 Individual Case Discussions

Week 8
Class: 8.1 Group Projects & Presentations

Course Materials
Readings

Online Resources
- General information on Germany (deutschland.de)
- Spiegel Magazine (http://www.spiegel.de/international/)
- OECD Economic Data (www.oecd.org)
- American Chamber of Commerce in Germany (www.amcham.org)
- The German Federal Council: Bundesrat (www.bundesrat.de)
- The German Parliament: Bundestag (www.bundestag.de)

You should be scanning the Financial Times, Wall Street Journal, International Herald Tribune/New York Times international sections daily, along with the local newspaper and specialist publications like The Economist, World Press Review, Thunderbird International Business Review, etc. Please share with the class good sources of verifiable information you enjoy. There are many specialist blogs that can add insight. Remember, however, that these come from a very personal perspective and are usually highly biased as is their very nature. There is a huge amount of information available in traditional forms and electronically. Your job is to find what is relevant and reflects a truth and apply it to your coursework and internship.