

Doing Business in Europe, 4.5 contact hours per week

Instructor(s)	Prof. Dr. Joachim Gläser
Course type	Interactive lecture and exercises
Course goals	<p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • compare European markets and business environments with other international landscapes • examine some of the key industries – and institutions governing those industries – in Europe • identify market opportunities in Europe • develop basic elements of a business plan for market entry in Europe
Implications / relevance for degree program	<p>“Doing Business in Europe” covers many aspects of European business with a particular focus on Germany. This class addresses a range of management, marketing, and financial issues related to this economically integrated but culturally diverse market.</p>
Course content & structure	<p>International marketing and innovation</p> <ul style="list-style-type: none"> ▪ Elements of strategy; strategic planning; innovation strategy; project selection; bringing to market ▪ Marketing in Europe; marketing execution; innovation and technology in Europe; portfolio management <p>Entering the European market: case study using Wal-Mart</p> <p>European business law</p> <ul style="list-style-type: none"> ▪ European Union: history, member states, business law, governance, courts ▪ EU legal principles <p>Managing multicultural teams</p> <ul style="list-style-type: none"> ▪ Definition of a team (team vs. group) ▪ Types of teams ▪ Team models & processes ▪ Strategies of highly effective teams
Literature for preparation and follow-up	<p>Accompanying literature:</p> <p>Artis, M. and F. Nixon (eds). <u>The Economics of the EU: Policy and Analysis</u> (4th Edition). Oxford University Press: 2007.</p> <p>Kotabe, M. and K. Helsen. <u>Global Marketing Management</u> (4th Edition). John Wiley and Sons, Inc.: 2008.</p> <p>Suder, G. <u>Doing Business in Europe</u>. SAGE Publications: 2008.</p>
Learning methods	Interactive lecture, group work, case studies, reading assignments, company excursions
Type of evaluation	Written mid-term and final exams
Frequency of course offering	On request
Workload	4.5 contact hours per week for 10 weeks (i.e. 1 trimester), plus equal amounts of self-study time
Course length	One trimester