

2019.HS

Module Name: Doing Business in Europe			
Module Code	w.BA.XX.2DBusE.XX		
Module Description	The module deals with issues that companies are facing when doing business in Europe. Frameworks and methods will be presented that help managers in assessing the attractiveness of foreign markets and designing an appropriate market entry strategy, as well as a marketing strategy for European markets. Furthermore, strategies are analyzed from a foreign and local company perspective. Attention is also given to the design of organizational structures for business and the management of activities related to Europe. The module builds on the models and knowledge of earlier international business and management courses.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abt. International Business Leitung		
Module Coordinator	Benedikt Zoller-Rydzek (zolz)		
Deputy Module Coordinator	Florian Keller (kelf)		
Prerequisite Knowledge	none		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		

Module Learning Objectives	Students... § Knowledge and Understanding § • Explain socio/cultural, political/legal, economic, environmental/technological factors which affect decision making in context of Europe § • Explain the role of business in a different country or region § • Identify key issues, similarities, and differences relevant to management practices in a country or region § Application of Knowledge and Understanding § • Structure complex management processes in the context of European markets § • Structure decisions related to the choice of the appropriate market and entry strategy in Eastern Europe § Ability to Make Judgments § • Evaluate the characteristics of economies and markets in the European region. § • Evaluate the motivation and strategic considerations which guide the expansion of foreign companies to the European region and the way in which MNCs manage and organize their operations in Europe § • Evaluate motivation § Communication Skills § • Communicate in writing, e.g., present and support arguments supported by evidence § Self-Learning Skills § • Develop the capability to work independently and be responsible for their own learning by setting learning goals and monitoring their progress		
Module Content	§ Doing business in the economies of European markets § • The geography and political structure of Europe § • Selected markets § • Entry methods in European markets § • Marketing strategies for Europe § • Managing and organizing activities / leadership styles in Eastern Europe § • Key industries in Europe		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1IBM-IM.XX w.BA.XX.1IBus.XX w.BA.XX.1ISMGT-IM.XX w.BA.XX.2IntBus.XX		
Methods of Instruction	§ Lecture § Case Studies § Exercises § Problem-Oriented Teaching	Social Settings Used: Group Work	
Digital Resources	Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	-	
Small Class	-	-	
Group Instruction	-	12 h	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	12 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Pass/Fail	-	-
Talk/oral presentation	Grade	10	50,00 %
Written Assignment	Grade	-	50,00 %
Classroom Attendance Requirement	80%		
Language of Instruction/Examination	English		
Compulsory Reading	Guay, T. (2014). The Business Environment of Europe. Firms, Governments, and Institutions. Cambridge Uni. Press. ISBN 978-0-521-87247-8.		
Recommended Reading	-		
Comments	The pass/fail assignment consists of a multiple-choice test in class. Students that fail the test will be given the opportunity to pass the module by taking a 15-minute oral exam.		