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| <b>Course title:</b>            | <b>Business &amp; Society in Europe</b>   |
| <b>Instructor:</b>              | Mithun Mridha   |
| <b>Email address:</b>           | mridha.mithun@gmail.com   |
| <b>Track:</b>                   | B-Track   |
| <b>Language of instruction:</b> | English   |
| <b>Prerequisites:</b>           | Students should be able to speak and read English at the upper intermediate level (B2) or higher. |
| <b>Contact hours:</b>           | 72 (6 per day)  |
| <b>ECTS-Credits:</b>            | 7   |

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### Course description

Europe encompasses the world's largest and most complicated market. Recent events, particularly those following the ongoing economic crisis on the continent, raise profound questions about the future of Europe. This course will focus on present and future business issues facing the entire continent. Under this focus, we will examine the following questions: Should a "European" management style be developed instead of the national practices that frequently characterize companies originating in different European nations? How and under what circumstances should the European Union expand to Turkey, Ukraine and other countries in the East? What has been the impact of the Treaty of Lisbon, in effect since 2009, on European economic, political and social issues? In order to provide essential background and context for these issues, we will also review key events in modern European History, including the recent Brexit vote and the exit of the United Kingdom from the European Union.

Globalization, the internet, social media, and access to cheap travel have connected people across geographies, but differences in worldviews and perspectives have given rise to a fractured "disconnected" world. Understanding Culture is crucial for building trust and engagement in professional and interpersonal relationships. In class, we will utilize a variety of approaches, including small-group study, lectures, and case-study analysis, to develop a comprehensive understanding of European Management practices and explore how to handle the challenges of managing multicultural teams in Europe. The course will also feature guest speakers on different topics in business and society in the European context.

### Student profile

Students interested in how companies manage their businesses as the dynamic European economy continues its transformation from national- to European-level markets and spheres of interaction. The course also examines macro-level social, historical, and economic factors and their contribution to the contemporary European business environment.

### Course Requirements

Complete assignments and discuss in class. Prepare two presentations, and take an exam

### Required language skills

The language of instruction is English. Language proficiency on an advanced intermediate level (B2) is a prerequisite for participation. For orientation purposes, you can assess your language skills here (Common European Framework of Reference for Languages (CEFR):

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>

**Grading**

Participation: 20%

In-Class Interactive Serious Game on Managing Multicultural Teams and Debrief (in Group): 25%

Mid-Term Country-Specific Group Presentation on Management and Leadership Challenges in a European Country: 25%

Final Exam: 30%

**Readings**

A digital reader will be provided.

### Course schedule

| Date                     | Program*   |
|--------------------------|--|
| Tuesday, July 23, 2024   | Historical Roots of Europe and Its Impact on European Management<br>Introduction to Three Economic Models in Europe<br>The Fundamentals of Culture: Drivers, Perspectives, Worldviews and Consequences of Globalization<br>Multicultural teams and global dialogue<br>Challenges of Managing across Cultures |
| Friday, July 26, 2024    | Managerial Practices in the United Kingdom<br>Market Capitalism<br>Managerial Practices in France & State Capitalism<br>Excursion 1: Field trip to the DDR Museum  |
| Tuesday, July 30, 2024   | Managerial Practices in Germany & Managed Capitalism<br>Evolution of the European Union: History, Treaties, Institutions and Key Challenges<br>Guest Speaker from a European Startup Incubator   |
| Friday, August 2, 2024   | Managerial Practices in Scandinavia<br>Managerial Practices in Italy & Southern Europe<br>In-Class Interactive Serious Game on Managing Multicultural Teams and Debrief  |
| Tuesday, August 6, 2024  | Mid-Term Presentations<br>Excursion 2: Berlin start-up   |
| Friday, August 9, 2024   | Managerial Practices in Central Europe<br>Excursion 3: Field Trip to the Museum of Communication   |
| Tuesday, August 13, 2024 | EU Enlargement & Eastern Partnership<br>Brexit and its impact on EU Businesses<br>The Covid-19 Era and Beyond<br>Guest Speaker with experience in leading complex projects in multiple European countries  |
| Friday, August 16, 2024  | Final Exam   |

\*Field trips are subject to change depending on the availability of appointments and speakers. On field trip days, class hours may be adjusted.