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Course title:	European Business Management
Track:	B-Track
Language of instruction:	English
Contact hours:	48 (6 per day)
ECTS-Credits:	4

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.

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 business. On excursions to different districts of Berlin, we will study how European and German history have influenced the economic development of this magnificent international capital and we will investigate the impact Berlin has in turn had on European business management. Our visit to the DDR Museum will allow us to examine life in the former East Germany. At the Museum of Communication, we will analyse how European technology has affected the international telecommunications industry. Our trip to the European School of Management and Technology (ESMT) will put us at the heart of European business as it has evolved in the post-German-unification period. Finally, a field trip to visit a local entrepreneur in the heart of the city will allow us to see the emerging role of entrepreneurship in shaping the business landscape of the continent.

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.

Prerequisites

None

Course requirements

Complete reading assignments and discuss in class. Prepare a five-page written assignment, and take two exams.

Grading

Classroom Participation:	20%
Written Assignment:	20%
Mid-Term Exam:	30%
Final Exam:	30%

Reading

A course reader will be provided.

Course schedule

Date	Program*
Tuesday, July 25, 2017	Historical Roots of Europe and Its Impact on European Management
Friday, July 28, 2017	Managerial Practices in Great Britain, Ireland, and the Netherlands Managerial Practices in France Evolution of the European Union
Tuesday, August 1, 2017	Managerial Practices in Germany History of Economic Growth in Europe Field Trip to Central Berlin to Examine Changes Since 1989 (including DDR Museum) FIVE-PAGE WRITTEN ASSIGNMENT DUE
Friday, August 4, 2017	Managerial Practices in Scandinavia Managerial Practices in Italy and Southern Europe Field Trip to the European School of Management and Technology
Tuesday, August 8, 2017	MID-TERM EXAM Field Trip to the Museum of Communication
Friday, August 11, 2017	Managerial Practices in Central Europe Turkey and Its Future in Europe Field Trip to speak with entrepreneur in Central Berlin
Tuesday, August 15, 2017	Future European-wide Managerial Practices The Russia-Europe Relationship
Friday, August 18, 2017	FINAL EXAM

*Field trips may be subject to change depending on the availability of appointments and speakers. On field trip days, adaptation of class times is possible.