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

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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.

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 group presentation, and take two exams.

## Grading

Classroom Participation:	20%
Group presentation:	20%
Mid-Term Exam:	30%
Final Exam:	30%

## Reading

A course reader will be provided.

## Course schedule

Date	Program*
Tuesday, July 16, 2019	Historical Roots of Europe and Its Impact on European Management
Friday, July 19, 2019	Managerial Practices in Great Britain, Ireland, and the Netherlands Managerial Practices in France Evolution of the European Union
Tuesday, July 23, 2019	Managerial Practices in Germany History of Economic Growth in Europe Field Trip to Central Berlin to Examine Changes Since 1989 (including DDR Museum)
Friday, July 26, 2019	Managerial Practices in Scandinavia Managerial Practices in Italy and Southern Europe  Field Trip to the European School of Management and Technology
Tuesday, July 30, 2019	MID-TERM EXAM  Field Trip to the Museum of Communication
Friday, August 2, 2019	Managerial Practices in Central Europe Turkey and Its Future in Europe  Field Trip to speak with entrepreneur in Central Berlin
Tuesday, August 6, 2019	Future European-wide Managerial Practices The Russia-Europe Relationship
Friday, August 9, 2019	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.