

Online course title:	Business & Society in Europe
Instructor:	Dr. Imran G. Chowdhury
Email address:	chowdhury_imran@wheatoncollege.edu
Track:	B-Track
Language of instruction:	English
Contact hours:	48 (6 per day)
ECTS credits:	5
Prerequisites:	Students should be able to speak and read English at the upper intermediate level (B2) or higher.
General requirements:	Please make sure to be online approximately from 4:00 pm CEST to 8:30 pm CEST on the respective course days! Therefore, please check the possible time difference between Germany and your country of residence. We also recommend that you make sure to have a quiet and appropriate working space. To ensure a comfortable learning environment for all, please adhere to general netiquette rules.
Technical requirements:	<ul style="list-style-type: none">- stable internet connection- fully functional device, such as computer, laptop or tablet (use of smart phones not recommended), headset recommended- recommended operating systems: Windows 7 or higher or Mac OS X 10,13 or higher, avoid using a VPN

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 virtual 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. 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.

Prerequisites

None

Required language skills

The language of instruction is English. Language proficiency on an advanced Intermediate level (Mittelstufe II) 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>

Course requirements

Complete assignments and discuss in class. Prepare 2 presentations, and take an exam.

Grading

Participation: 20%
 In-Class Presentation: 25%
 Mid-Term Presentation: 25%
 Final Exam: 30%

Reading

A course reader will be provided.

Course schedule

Date	Program*
Session 1	Historical Roots of Europe and Its Impact on European Management
Session 2	Managerial Practices in the United Kingdom Managerial Practices in France
Session 3	Managerial Practices in Germany BeNeLux Evolution of the European Union
Session 4	Managerial Practices in Scandinavia Managerial Practices in Italy Southern Europe
Session 5	MID-TERM PRESENTATIONS
Session 6	Managerial Practices in Central Europe Turkey Europe's Periphery

Session 7	The Covid-19 Era and Beyond
Session 8	FINAL EXAM

*Speakers and presentation days may be subject to change depending on the availability of appointments and speakers.