

<b>Course title:</b>	<b>Business &amp; Society in Europe</b>
<b>Instructor:</b>	Dr. Imran Chowdhury
<b>Email address:</b>	<a href="mailto:chowdhury_imran@wheatoncollege.edu">chowdhury_imran@wheatoncollege.edu</a>
<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>	48 (6 per day)
<b>ECTS-Credits:</b>	5

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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.

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

### **Course requirements**

Complete assignments and discuss in class. Prepare 2 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 Presentation: 25%

Mid-Term Presentation: 25%

Final Exam: 30%

**Readings**

A course reader will be provided

**Course schedule**

<b>Date</b>	<b>Program*</b>
Tuesday, July 26, 2022	Historical Roots of Europe and Its Impact on European Management
Friday, July 29, 2022	United Kingdom & Market Capitalism France & State Capitalism
Tuesday, August 02, 2022	Germany & Managed Capitalism Evolution of the European Union
Friday, August 05, 2022	Scandinavia Italy & Southern Europe
Tuesday, August 09, 2022	Mid-Term Presentations Field trip to Central Berlin
Friday, August 12, 2022	Central Europe Turkey & Europe's Periphery
Tuesday, August 16, 2022	Brexit The Covid-19 Era and Beyond
Friday, August 19, 2022	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.