Learning goals

By the end of the course, the participants shall be capable of

- analyzing key elements of the fundamental framework for doing business in, such as legal constraints, rules in order to deal with administrations as well as major cultural aspects of European markets and
- knowing the top performing European companies and products
- applying their knowledge for self-starting a business in a selected country within the European Union or working in a multinational European company.

Contributions to bachelor programs’ common learning goals:

<table>
<thead>
<tr>
<th>Program Goal / Learning Outcome</th>
<th>Course Contributions to Learning Outcome</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1. Knowledge of business functions and processes as well as methods and models</td>
<td>Knowledge of European companies, markets, and business attitudes.</td>
<td>Participation in classroom</td>
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<tr>
<td>Through their master thesis, students demonstrate their well-founded knowledge of business functions and processes as well as of the relevant tools.</td>
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<td>2. Analytical competence, critical thinking and creative problem solving</td>
<td>Apply knowledge of case studies in European markets</td>
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<td>Students demonstrate analytical competence and problem solving skills.</td>
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<td>3. Leadership and team competence</td>
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<td>Students demonstrate social competence of</td>
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</table>
| 3.1 | being able to co-operate effectively in a team in order to achieve their aims.  
3.2 | Students demonstrate that they possess leadership competencies required for leading complex projects. |
| 4. | **Mastery of challenges of global and European integration**  
Students demonstrate that they are able to examine and assess the challenges of European and global integration. They also demonstrate that they are able to recognize and assess intercultural challenges and make suggestions how to deal with them effectively.  
Class deals with current issues of European business and the cultural differences in European countries.  
Presentation, case study, class room discussions |
| 5. | **Mastery of the challenges of global sustainability**  
Students have basic knowledge of sustainability and are able to examine issues of global sustainability and their causes as well as develop strategies for sustainability.  
Understanding of the functioning of international markets. |
| 6. | **Innovation management**  
Students are able to identify innovation potential for a given case and develop complex technological strategies. |
| 7.1 | **Communication skills**  
Students demonstrate that they are able to express complex matters on scientific basis. |
| 7.2 | Students demonstrate their oral communication skills. |
| 8. | **Ethical awareness**  
Students are able to develop strategies for solutions and communication based on company ethics and are able to apply them to typical decision making problems  
Development and presentation of case studies of European companies. Study of the difference in soft factors (ethical awareness, corruption as a business problem) in EU countries. |
Table of Contents:
1. Germany as a business location
   • Institutional framework
   • Facts and figures
   • German business attitudes
2. Top ten of German companies and banks
3. Small and Medium size companies in Germany (Der Mittelstand)
   • The meaning of “Mittelstand”
   • Case study
4. Europe as a business location
   • The variety of regulations
   • Open markets, Schengen, and the four liberties
5. Top 100 of European companies and banks
   • Business fields and turnovers
   • Case study
   • International Competitiveness
6. European business attitudes and the concept of Geert Hofstede
   • Case studies
   • Empirical work and website of Hofstede
7. Cross cultural business
   • Mergers and acquisitions
   • The emergence of “European Companies”
8. Political business in Europe:
   • The case study of airbus
   • Energy policy
   • Environmental protection

Class Assignment and Requirements:

- This class addresses ISP students.
- Class participation is open to international and German students.
- The workload includes regular classes and one written examination at the end of semester (2 SWS, 60 minutes examination)
- Students should also contact European companies and Chambers of Commerce for additional information.

Main course topics:

- European markets
- European companies
- European regulation
- Cultural differences in European business attitudes
Basic outline and organization:

The class starts September 30th, 2019.

Grading:

The grading is based upon a written examination (60 minutes).

Course Materials:

1. PPT slides from Prof. Wentzel’s introduction will be provided.

Availability of the lecturer and teaching philosophy:

Prof. Dr. Dirk Wentzel
Office: W4.1.05
Office hours: Monday, 1.45 pm – 3.15 pm
Email: dirk.wentzel@hs-pforzheim.de

I care about your learning and your success. Therefore, do not hesitate to contact me if you have any questions with your learning or with the course. I strictly follow an open door policy!

Preliminary schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>September 30</td>
<td>Class assignments, Explanation of learning goals, first lecture</td>
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<tr>
<td>October 7 until</td>
<td>Weekly classroom meetings</td>
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<tr>
<td>December 16</td>
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<tr>
<td>October 14</td>
<td>No class (Professor Wentzel is travelling)</td>
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<tr>
<td>October 21</td>
<td>Regular classes</td>
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<td>following</td>
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<tr>
<td>November 18</td>
<td>No class (Wyoming Week)</td>
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<tr>
<td>November 25</td>
<td>Regular classes</td>
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<td>following</td>
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<tr>
<td>December 4</td>
<td>Field trip to the European Central Bank and the Deutsche Bundesbank, Frankfurt</td>
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<td>(Wednesday!!!)</td>
<td>Visit of the Frankfurt Christkindle Market</td>
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<tr>
<td>December 9</td>
<td>Examination work shop, class evaluation</td>
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<tr>
<td>December 16</td>
<td>Written examination (supervised by Professor Wentzel)</td>
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