

Syllabus  
**IBU 1104 Doing Business in Germany and Europe**  
Prof. Dr. habil. Dirk Wentzel  
Summer Semester 2024

<b>Level</b>	Bachelor
<b>ECTS-Credits</b>	6
<b>Students Contact Hours</b>	4 x (45 minutes) / week ( <b>fast track</b> )
<b>Workload</b>	150 hours, 50 hours within class and 100 hours for self-study Field trip to the European Central Bank in Frankfurt (June 19, 2024), field trip to the Allianz Arena Munich (planned for May 15, 2024), Participation in the “Europe and Friends Day” (May 8, 2024).
<b>Prerequisites</b>	Microeconomics and Macroeconomics
<b>Time</b>	Wednesday, 12 pm – 1.30 pm; Wednesday, 5.15 pm – 6.45 pm
<b>Room</b>	W1.3.05 (Wednesday early) and W1.5.06 (Wednesday late)
<b>Start date</b>	March 20, 2022
<b>Lecturer(s)</b>	<b>Prof. Dr. habil. Dirk Wentzel</b> <b>Jean Monnet Chair in European Economic Integration</b> <b>Office W4.1.05</b> <b>Virtual Office:</b> Zoom meetings are possible on request <b>Office Hours</b> Monday, 12.00 – 1.30 pm <b>Phone</b> 07231-286293 <b>Email</b> <a href="mailto:dirk.wentzel@hs-pforzheim.de">dirk.wentzel@hs-pforzheim.de</a>

## Short Description

This class is addressing international students from our partner universities and local German students with an international perspective who want to study business in Germany and Europe.

The class provides an introduction into the key economic indicators of Germany, the European Economy, the business environment of Germany and Europe, and the cultural dimensions (Hofstede) of European business. We discuss and analyze databases like doingbusiness.org in order to understand the business environment of Europe.

Our class always relates to current affairs. How are European companies affected by Brexit or by the Corona Pandemic? How does the Russian war in the Ukraine influence supply chains and production costs?

## Outline of the Course

1. Introduction to Germany – and Europe
  - a. Population
  - b. Government and Federalism
  - c. Membership in international organizations
  - d. Political system and parties
2. The German Economy and the relations with the European neighbors and partners
  - a. Key economic indicators
  - b. Two Brand Seals: “Soziale Marktwirtschaft” and „Mittelstand“ (German SME)
  - c. Key economic sectors
  - d. “Made in Germany”: The meaning of a famous trade mark
  - e. The automotive industry: The most famous lighthouse of German technology
  - f. Case studies of the automotive sector: Mercedes, VW, Audi, Porsche, BMW
3. The European Economy: Intrasectoral versus intersectoral trade
  - a. Balance (and imbalance) of trade
  - b. Empirical overview about the trade patterns and sectors
4. The business environment of Germany and Europe
  - a. The Ease of Doing business (database, website, methodology)
  - b. Starting a business in Europe: Steps and procedures
  - c. Infrastructure in Germany and Europe
  - d. Digital Infrastructure
  - e. German banking system – and European differences (market based versus bank based)
  - f. Financial Assistance for starting a business
  - g. The 20 biggest companies in Germany and Europe
  - h. Case studies (Siemens, Bosch, BP, and more)
  - i. Green Business**
5. The cultural dimensions of European business
  - a. The methodology of Hofstede
    - i. Power Distance
    - ii. Individuality
    - iii. Masculinity/Femininity
    - iv. Uncertainty Avoidance
    - v. Long Term Orientations
    - vi. Affluence
  - b. Key indicators of German business culture in a comparative approach
6. Current challenges of European business
  - a. The move towards more digitalization
  - b. European tourism recovery
  - c. Brexit and Corona: The dual threat for Great Britain
  - d. The military conflict between Russia and the Ukraine and the effect for business and economic relations

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam 100% Individual Performance
<b>1 Expert Knowledge</b>		
1.1 ...to demonstrate their distinguished and sound competencies about the business environment of Europe.	...to use and apply modern databases to analyze and facilitate business in Europe.	X
1.2 ...to demonstrate their distinguished and sound competencies in Economics, trade policy, business practices and culture.	...to explain core terms and concepts of doing business in the EU. .	X X
<b>2 Use of Information Technology</b>		
<b>3 Critical Thinking and Analytical Competence</b>		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to understand the diversity of business traditions and cultures among the European nations – both EU members and other European partners like Switzerland.	X
3.2		
<b>4 Ethical Awareness</b>		
...to understand the EU's role in promoting and developing social and ecological standards in the largest common market worldwide.	...to explain and discuss different business patterns and why ethical, social and environmental standards do matter in European business relations.	X
<b>5 Communication and Collaboration Skills</b>		
<b>6 Internationalization</b>		
6.2 ...to articulate themselves in a professional manner about business in Europe.	... to deal with topics in European business in English and communicate and work with an international student body during classes and field trips.	X

## Teaching and Learning Approach

This class is taught in an interactive approach with lecture elements, discussions, case studies (like the automotive industry) and a field trip to the European Central Bank in Frankfurt and to the Allianz Football Arena in Munich. In summer semesters, we further include the traditional “Europe and Friends Day” (on May 8, 2024), when all international students represent their countries and home universities.

## Literature and Course Materials

- *De Haan, Jakob; Oosterloo, Sander and Dirk Schoenmaker* (ed.) (2015): Financial Markets and Institutions. A European Perspective, Cambridge University Press.
- *Guay, Terrence* (2014): The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press.
- **Wentzel, Dirk (2024): Updated Reader in European Integration will be provided online.**
- Database: Doingbusiness.org
- <https://www.hofstede-insights.com/product/compare-countries/>
- <https://www.gtai.de/de/trade>

**Further materials from the European Union will be provided in class!**

## Assessment

The final assessment will be based on a written examination (60 minutes).

## Schedule

March 20, 2024	First meeting, discussion of materials, websites, lecture list, introduction and motivation
March 20 until June 19, 2024	Regular class
<b>April 10, 2024</b>	<b>No Class</b>
<b>May 1, 2024</b>	<b>No Class (National Holiday, May 1)</b>
<b>May 8, 2024</b>	<b>“Europe and Friends Day” in the lobby of the University</b>
<b>May 22, 2024</b>	<b>No Class (Pentecost vacation”)</b>
<b>June 19, 2024</b>	<b>No class (Field trip to the European Central Bank)</b>
Tba	Examination workshop, evaluation, feedback
June 26, 2024	Early examination (written test)

### Availability of the Professor

Prof. Wentzel is available during his office hours (Monday 12.00 – 1.30 pm), after class and by appointment. **Prof. Wentzel is also available by appointment through digital communications channels (Zoom).**

### Academic Integrity and Student Responsibility

I fully trust my students concerning academic integrity and standards. This class is based on mutual trust and multi-cultural respect.

### Rules of Conduct for Online Teaching

If the technical requirement and the internet bandwidth allow, I prefer my students to use both audio and video. I appreciate to see the full first and last name. I always keep the chat function open and respond directly.

If students are in completely different time zones (US or Asia), I respect if they might have special challenges and reduce their videos.

[Link to the Rules of Conduct for Online Teaching](#)