

FAKULTÄT für Wirtschaft und Recht

Professor Dr. Dirk Wentzel

Jean Monnet Chair in European Economic Relations

Director Summer School on

“European Business, Politics, and Culture”

Fon 07231 – 28-6293 Fax 07231 – 28-6080

dirk.wentzel@hs-pforzheim.de<http://europa.hs-pforzheim.de>www.eurosummer.de

Hochschule PF Tiefenbronner Straße 65 75175 Pforzheim

Doing Business in Germany and Europe (ISP)

Syllabus (digital)

Winter Semester 2020/21

Important Information: Due to the effects of the Corona pandemic, this class will definitely be held online. It is a special service to our international students who are not permitted or able to travel to Germany, but are willing to enroll in this class and receive ECTS credits.

If classroom instruction should be possible on short notice, we will nevertheless remain digital. But together with the ISP team, we will offer some personal meetings on campus under full recognition of the at that time current Corona standards.

Students have to submit (short) weekly assignments. The final examination will be held as a 48-hour online examination. The experiences of the previous semester were extremely positive.

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
- understanding the German business environment
- 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:

	Program Goal /Learning Outcome	Course Contributions to Learning Outcome	Assessment
1.	<p>Knowledge of business functions and processes as well as methods and models</p> <p>Through their master thesis, students demonstrate their well-founded knowledge of business functions and processes as well as of the relevant tools.</p>	Knowledge of European companies, markets, and business attitudes.	Participation in classroom
2.	<p>Analytical competence, critical thinking and creative problem solving</p> <p>Students demonstrate analytical competence and problem solving skills.</p>	Apply knowledge of case studies in European markets	
3.	<p>Leadership and team competence</p> <p>Students demonstrate social competence of being able to co-operate effectively in a team in order to achieve their aims.</p> <p>3.1</p> <p>3.2</p>		
4.	<p>Mastery of challenges of global and European integration</p> <p>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.</p>	Class deals with current issues of European business and the cultural differences in European countries.	Presentation, case study, classroom discussions
5.	<p>Mastery of the challenges of global sustainability</p> <p>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.</p>	Understanding of the functioning of international markets.	
6.	<p>Innovation management</p> <p>Students are able to identify innovation potential for a given case and develop complex technological strategies.</p>		
7.1	<p>Communication skills</p> <p>Students demonstrate that they are able to express complex matters on scientific basis.</p> <p>7.2</p>		
8.	<p>Ethical awareness</p> <p>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</p>	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, short weekly assignments, and one 48-hours online examination at the end of semester

Main course topics:

- European markets
- European companies
- European regulation
- Cultural differences in European business attitudes

Basic outline and organization:**The class starts October 6, 2020.****Grading:**

The grading is based upon your weekly assignments and the results of the final examination

Course Materials:

1. PPT slides from Prof. Wentzel's introduction will be provided.
2. Guay, Terrence (2014): The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press.
3. Hofstede, Geert (2018): Cultural Dimensions for International Business.

Availability of the lecturer and teaching philosophy:**Prof. Dr. Dirk Wentzel****Office: W4.1.05****Office hours: Monday, 1.45 pm – 3.15 pm (13.35 – 15.15 Uhr).****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!

If the Corona situation remains stable, I will definitely hold my office hours in person on campus.

Due to the conditions of the Corona pandemic, I will offer additional office hours by appointment through alfaview.

Preliminary schedule

October 6	Class assignments, Explanation of learning goals, first lecture through alfaview (digital)
October 13 until December 16	Weekly online meetings, short class assignments
December 8	Examination work shop, class evaluation
December 15	48-hours online examination