

Prof. Dr. Dirk Wentzel

Office hours: Tuesday 1.45 – 3.15 pm  
Dienstag, 13:45 – 15.15

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## Doing Business in Germany and Europe (IBU1104)

### Syllabus

Summer Semester 2020

#### 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:

	Program Goal /Learning Outcome	Course Contributions to Learning Outcome	Assessment
1.	<p><b>Knowledge of business functions and processes as well as methods and models</b></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><b>Analytical competence, critical thinking and creative problem solving</b></p> <p>Students demonstrate analytical competence and problem solving skills.</p>	Apply knowledge of case studies in European markets	
3.	<p><b>Leadership and team competence</b></p> <p>3.1 Students demonstrate social competence of being able to co-operate effectively in a team in order to achieve their aims.</p> <p>3.2 Students demonstrate that they possess leadership competencies required for leading complex projects.</p>		
4.	<p><b>Mastery of challenges of global and European integration</b></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 inter-</p>	Class deals with current issues of European business and the cultural differences in European countries..	Presentation, case study, class room discussions

	cultural challenges and make suggestions how to deal with them effectively.		
5.	<p><b>Mastery of the challenges of global sustainability</b></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><b>Innovation management</b></p> <p>Students are able to identify innovation potential for a given case and develop complex technological strategies.</p>		
7.1	<p><b>Communication skills</b></p> <p>Students demonstrate that they are able to express complex matters on scientific basis.</p>		
7.2	<p>Students demonstrate their oral communication skills.</p>		
8.	<p><b>Ethical awareness</b></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
  - Case studies
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
9. Websites how to get information about Business in Germany

**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 (4 SWS, 60 minutes examination)
- Students should also contact 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 March 17, 2020.

**Grading:**

The grading is based upon written examination.

**Course Materials:**

1. Guay, Terrence R. (2014): The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press.
2. PPT slides from Prof. Wentzel's introduction will be provided.
3. Hofstede, Geert (2012): Cultural Dimensions for International Business.

**Availability of the lecturer and teaching philosophy:**

Prof. Dr. Dirk Wentzel

Office: W4.1.05

Office hours: Tuesday, 1.45 pm – 3.15 pm

If students need advice and support, they can also come to my office right after class.

Email: [dirk.wentzel@hs-pforzheim.de](mailto:dirk.wentzel@hs-pforzheim.de)

Website: <http://europa.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**

March 17, 2020	First meeting, class assignments, introduction
March 24 until June 2, 2020	Weekly classroom meetings
<b>April 14, 2020</b>	<b>No class because of Easter holiday</b>
<b>May 13, 2020</b>	<b>European Day "Europe and Friends" (it is a Wednesday!!!)</b>
<b>TBA</b>	<b>Field trip to Frankfurt: Money Museum and the European Central Bank (ECB)</b>
<b>June 2, 2020</b>	<b>No class because of Pentecost vacation</b>
<b>June 9, 2020</b>	<b>No class (compensation for the European Day workload)</b>
June 16, 2020	Examination workshop, evaluation, feedback
June 23, 2020	Early examination