

Syllabus
IBU1104 Doing Business in Germany and Europe
Prof. Dr. habil. Dirk Wentzel
Winter Semester 2021/22

Level	Bachelor
ECTS-Credits	6
Students Contact Hours	3 (45 minutes) (fast track)
Workload	150 hours, 50 hours within class and 100 hours for self-study Virtual visit to the European Central Bank in Frankfurt and Frankfurt stock exchange (Deutsche Börse), field trip Munich (optional)
Prerequisites	Microeconomics and Macroeconomics
Time	Monday, 3.30 pm – 6.45 pm
Room	W4.2.04
Start date	October 4, 2021
Lecturers	Prof. Dr. habil. Dirk Wentzel Jean Monnet Chair in European Economic Integration Office W4.1.05 Virtual Office Internet Office Wentzel Office Hours Monday, 1.45 – 3.15 pm Phone 07231-286293 Email dirk.wentzel@hs-pforzheim.de

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. It also includes a visit to the German Stock Exchange (Deutsche Börse) and the European Central Bank.

Outline of the Course

1. Introduction to Germany
 - 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 under the Corona pandemic
 - a. The move towards more digitalization
 - b. European tourism recovery
 - c. Brexit and Corona: The dual threat for Great Britain

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
1 Expert Knowledge		
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
2 Digital Skills		
3 Critical Thinking and Analytical Competence		
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
4 Ethical Awareness an Sustainability		
...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
5 Communication and Collaboration Skills		
6 Internationalization		
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

Usually, this class is taught in an interactive approach with lecture elements, discussions, case studies (like the automotive industry) and a field trip, either to the EU Parliament in Strasbourg or to the European Central Bank in Frankfurt. In summer semesters, we usually further include the traditional “Europe and Friends Day” when all international students represent their countries and home universities. In winter semesters, we have a similar, but smaller event.

Due to the special circumstances of the Corona pandemic, the visits to the European Central Bank and to the German Stock Exchange will be virtual (see time table). The classes will be taught on campus as long as the Corona numbers will allow.

The final assessment will be based on a written examination (60 minutes test). The class ends before Christmas.

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 (2021): Updated Reader in European Integration will be provided online.**
- Database: Doingbusiness.org

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

Assessment

Usually, the final assessment is based on a written examination (60 minutes). But due to the circumstances of the pandemic, it will be adjusted to a 48-hour online examination earlier in December in order to avoid time conflicts with other examinations.

Schedule

October 4, 2021	First meeting, discussion of materials, websites, lecture list, introduction and motivation
October 11 until December 13, 2021	Regular class online
November 1	No class
November 23	Virtual visit to the German Stock Exchange (Deutsche Börse) (Tuesday!!!!)
December 7	Virtual visit to the European Central Bank (Tuesday!!!!)
December 6, 2021	Examination workshop, evaluation, feedback
December 13, 2021	Early examination (48 hour online)

Availability of the Professor

Prof. Wentzel is available during his office hours (Monday 1.45 pm – 3.15 pm), after class and by appointment. **Prof. Wentzel is also available by appointment through digital communications channels (Zoom, Alfaview).**

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.** Asian students may use a nick 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](#)

Additional Information

We are planning a field trip to Munich to visit the Allianz Arena as part of the seminar in sport economics. Details will be provided by the ISP team at the beginning of semester.

We are also planning a virtual **speaker in classroom** (like in winter semester 2020): **Professor Terrence Guay** (The Pennsylvania State University), author of "Europe as a business environment".