

Università Cattolica del Sacro Cuore (Milan)
Forum Europe
Summer 2009

Course Number: **UCFN-326**

International Business Strategies in Europe
--

Course Syllabus

- **Course Description**

This course focuses on the development of essential understanding, knowledge and skills for engaging in international business activities in Europe. It provides a comprehensive overview of the economic, political, cultural, legal and social environment in the main European countries, and it identifies the ways that the optimal business penetration strategy should take them into account. The emphasis is on the strategic implications of competition in different country markets.

- **Textbook**

"Doing Business in Europe", by Gabriele Suder,
Sage Publications, 2007

Plus supplementary articles and case-studies to be distributed by the instructor.

- **Professional Visits**

Students will be required to participate in 10 professional visits to corporations and international organizations.

- **Contact Hours**

In the classroom:	48
In professional visits:	30
Total:	78

- **Grading Scale**

High to Low		Letter Grade
100 - 94	=	A
93 - 89	=	A-
88 - 85	=	B+
84 - 82	=	B
81 - 78	=	B-
77 - 74	=	C+

73 - 70	=	C
69 - And below	=	F

- **Components of Final Grade**

35%	Midterm Exam
35%	Final Exam
10%	Team Project
10%	Case Studies
10%	Class Participation

- **Tentative Outline**

Week 1:

- Introduction to the European economy
- The evolution of European integration
- Understanding the political landscape
- Economic, political and social conditions in Spain in 2009
- Understanding cultural differences
- Cultural characteristics of Spanish executives
- Successful marketing strategies in the EU
- Corporate Case Studies: Marketing in Spain
- Competition and industrial policies

Week 2:

- The impact of the 2008-2009 global crisis on the EU
- European financial markets and institutions
- The Euro and the European Central Bank
- Economic, political and social conditions in France in 2009
- Cultural characteristics of French executives
- Corporate Case Studies: Marketing in France
- The EU and the World Trade Organization
- European protectionism and the Common Agricultural Policy

Week 3:

- EU trade and investment relations with the US
- EU trade and investment relations with Latin America
- EU trade and investment relations with Asia
- Economic, political and social conditions in Italy in 2009
- Cultural characteristics of Italian executives
- Corporate Case Studies: Marketing in Italy
- Characteristics and impact of the Single Market Program
- Environmental policies

Week 4:

- The legal environment for international business in key European countries
- Labor movement and immigration in the EU
- Economic, political and social conditions in Greece in 2009
- Cultural characteristics of Greek executives
- Corporate Case Studies: Marketing in Greece
- Doing business in Europe's emerging markets

- Social and Employment policies
- Economic, political and social conditions in Britain and Germany in 2009
- Cultural characteristics of British and German executives
- Corporate Case Studies: Marketing in Britain and Germany

- **Schedule of Classes:**

July 2	6:05 pm – 8:30 pm	
July 3	11:05 am – 1:30 pm	
July 4	11:05 am – 1:30 pm	
July 6	11:05 am – 1:30 pm	
July 7	11:05 am – 1:30 pm	
July 8	11:05 am – 1:30 pm	
July 9	4:05 pm – 6:30 pm	
July 10	11:05 am – 1:30 pm	
July 13	11:05 am – 1:30 pm	
July 15	11:05 am – 1:30 pm	Midterm Exam
July 16	4:05 pm – 6:30 pm	
July 17	11:05 am – 1:30 pm	
July 18	11:05 am – 1:30 pm	
July 20	11:05 am – 1:30 pm	
July 21	11:05 am – 1:30 pm	
July 23	11:05 am – 1:30 pm	
July 25	11:05 am – 1:30 pm	
July 27	11:05 am – 1:30 pm	
July 28	11:05 am – 1:30 pm	
July 29	11:05 am – 1:30 pm	Final Exam