



COURSE TITLE : EUROPEAN BUSINESS STRATEGIES

COURSE NUMBER : MGT 400

CREDITS : 3

PREREQUISITES : Upper-Level business courses

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The focus of this course is on structure and strategy of European business in both “old” and “new” Europe. Case studies are drawn from European companies active in the European market.

Students will work individually and in groups to prepare business cases in sectors experiencing rapid change including among others energy, steel, aviation, automobile, telecommunications, tourism, and “green” industries.

INSTRUCTIONAL METHODOLOGY :

Intensive lectures and broad-based business analysis primarily through the use of case studies.

Subjects covered in class will be :

- understanding the European Union & European Union institutions
- the internal market; the Euro
- strategy & the single European market
- basic strategy – travel & tourism
- Alternative strategies – energy
- EU competition policy – vertical integration & railways
- Developing in the New Europe
- the greening of European business : environmental policies & sustainable development
- competing in the global marketplace

TEXTS : Course package contains case studies, articles and current events in Europe

EVALUATION : participation 10%; mid-term exam 40%; final examination 50%