

**THE AMERICAN
BUSINESS SCHOOL
PARIS**

COURSE TITLE : **EUROPEAN BUSINESS**

COURSE NUMBER : MGT 300

CREDITS : 3

PREREQUISITES : ECO 110, ECO 120

SEMESTER HOURS : 45

OFFERED : SUMMER

COURSE DESCRIPTION :

The mission of this course is to explore the key issues facing European business today and to account for and to evaluate some of the strategic and operational responses to Europe's evolving environment.

Students are expected to read widely from a selection of leading European business magazines and to follow current events closely.

INSTRUCTIONAL METHODOLOGY :

A central part of the learning-by-doing approach is the European Business Project which will take the form of a business presentation (in Powerpoint) and an academic paper (in Word) on the European business issues that a European company is facing. The project will include a PEST analysis of the environment, a company SWOT analysis, options/courses of action available and recommendations to the CEO on what action to take.

Subjects covered in class will be :

- business & economy in the "new" Europe
- understanding the European Union
- the internal market; the Euro
- competition, aid & industry – EU policy action
- the European workforce : change & regulation
- strategy & the single European market
- marketing in the "new" Europe
- managing cultural diversity
- the greening of European business : environmental policies & sustainable development
- competing in the global marketplace

TEXT : ***European Business***, Mercado, Welford, Prescott, Prentice-Hall, 4th Edition, 2001

EVALUATION : class tests 20%; project & presentation 40%; final examination 40%