

## Master of International Business

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Titre du Cours :	<b>Doing Business in Europe</b>
<i>Course Title:</i>	
Heures :	20
<i>Lecture hours:</i>	
ECTS Credits:	3

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### ➤ PRE-REQUIS-PRE-REQUISITE

General knowledge about Europe and business management

### ➤ OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES

By the end of the course the students are expected to:

- Get a grasp on what “Europe” means for business
  - Develop a framework for the analysis of issues in business strategy building & strategic management
  - Develop an understanding of the role and importance of the “European context” as regards to the strategic management of firms
  - (e.g. with respect to marketing, human resource management, organizations, etc.)
- Know better the EU mechanisms of interest to business
  - Understand the main concepts & paradigms of the EU mechanisms, to formulate better business strategies
  - Understand EU requirements for using such mechanisms towards a successful business strategy implementation
  - (e.g. trade, recruitment and hiring, finances, standardization, support to SMEs, R&D, etc.)

### ➤ CONTENU DU COURS / DESCRIPTION OF THE COURSE

Building of the European Union finds its modern roots in the aftermath of World War II, and the highly political intention to avoid further similar tragedies in the future. In practice, though, the economy has been the driving force on the path towards the EU. It is therefore not surprising that enhancing the business environment for improved growth and industrial competitiveness has been a priority all along that path. This course provides insights on what the European Union provides business with to that effect.

### ➤ LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

Module 1

Session 1

- The importance of understanding the business environment of your company to build a business strategy
- Some tools to analyze business environments
- Operating in the World: Globalization
- Operating across Europe: from several to one business environment?
- Quiz

Module 2

Session 2

- The EU Institutional Players: Rule- and Agenda-Setting
- The current economic framework to do business in the EU
- Building a business strategy in the EU
- How to deal with multicultural business environments in the EU
- Mergers and acquisitions in the EU
- Organizational structures in the EU
- Quiz

Module 3  
Session 3

- Intellectual property management in the EU
- EU standardization processes and mutual recognition

Module 3 (cont'ed)

Session 4

- EU R&D funding program
- Europeanization of the defense sector
- Quiz

➤ **METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

40% Presence and participation:  
05% - Presence at each session (4x)  
05% - Active participation at each session (4x)

30% Continuous assessment  
10% - Quiz at the end of each module (3x)

30% Final assignment

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

Reference websites:

DG "Growth"

[http://ec.europa.eu/growth/index\\_en](http://ec.europa.eu/growth/index_en)

DG "Trade"

<http://ec.europa.eu/trade/>

DG "Research"

<https://ec.europa.eu/programmes/horizon2020/>

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/index.html>

DG "Taxation and Customs"

[https://ec.europa.eu/taxation\\_customs/home\\_en](https://ec.europa.eu/taxation_customs/home_en)

Suggested textbooks:

"Doing business in Europe"

G.Suder, Sage Ed, 2008

"Cultural guide to doing business in Europe"

R.T.Moran's, Butterworth Heinemann Ed, 2001