

## 80227 - Doing Business in Europe

### Teaching Guide Information

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**Subject:** Elective

**Teaching language:**

Plenary session: Group 1: English

**Number of credits:** 6.0

**Term:** Second quarter

### 1. Basic description

**Academic center:** Escola Superior de Comerç Internacional

**Degree / Course:** International Business Programme

**Contact hours:** 45

**Total number of hours committed:** 45 contact hours + 105 hours of additional autonomous work

**Lecturer:** Eva Szalvai, PhD ([eva.szalvai@prof.esci.upf.edu](mailto:eva.szalvai@prof.esci.upf.edu))

**Timetable:** [Sigma schedule](#)

**Office hours:** Tue 2:30-3:15 PM

### 2. Presentation of the course

Our increasingly globalised world is becoming more and more integrated and interdependent. As production and markets go global, businesses cannot escape from the challenges of international business practices. Governments and businesses must keep up with global trends if they wish to retain their strategic and structural competitive edge. Moreover, socioeconomic and political dimensions are challenged by technological advances, and businesses are tied to multiple dimensions of cultural and ethical standards. These factors increase uncertainty and drive rapid and unexpected changes in business practices. In order to accommodate these changes in the global environment and ensure their place within the constantly reorganising international context, countries tend to form different levels of economic integration. One of the most advanced examples of economic integration is the European Union.

This course aims to provide comprehensive and integrated coverage of the European Union (EU) and the Pan-European market, starting from a macro view down to companies' operations (particularly merchandising and marketing). In order to better understand how to conduct business in Europe (buying, selling or investing), the course will start by offering a global view of Europe: its historical background, differences in culture dimensions between European countries, and the evolution towards European integration. It also focuses on the expansion of the EU (history and controversial issues in joining and/or remaining in the EU), its institutions, monetary systems, legislations and requirements that regulate European businesses activities. After analysing the economic, sociocultural, technological and legal environment in the European Union, in the second part of the course you will become familiar with the national differences between European countries and companies, which will help you assess how to do business in Europe.

Overall, this course will help you understand how to conduct business in the EU and negotiate your way through the multiple challenges of cultures and nations in Europe. By learning about business in Europe, you will also increase your hands-on knowledge about constructive communication practices and negotiation techniques used in cross-cultural context.

### 3. Competences to be worked in the course

General competences	Specific competences
Instrumental competences: <ul style="list-style-type: none"><li>G.I.1. Ability to search, analyse, assess</li></ul>	Disciplinary competences: <ul style="list-style-type: none"><li>E.D.2. Recognise and assess the duties of</li></ul>

<p>and summarise information.</p> <ul style="list-style-type: none"> <li>• G.I.2. Ability to relate concepts and knowledge from different areas.</li> </ul> <p>General personal competences: G.P.1. Ability to adapt, lead and work in a group that is multicultural, interdisciplinary, competitive, changing and complex in nature.</p> <p>Generic systemic competences:</p> <ul style="list-style-type: none"> <li>• G.S.2. Ability to observe.</li> <li>• G.S.7. Promotion of and respect for multicultural values: respect, equality, solidarity, commitment.</li> </ul>	<p>international economic institutions and their impact on business activity.</p> <ul style="list-style-type: none"> <li>• E.D.3. Understand and recognise the geopolitical, social and cultural dimension of a wide range of economic activities.</li> <li>• E.D.4. Provide an economic and political perspective of different areas in the world and facilitate critical comprehension of their current processes.</li> <li>• E.D.5. Identify the economic, cultural, political, legal, democratic and technological environments that may represent opportunities and threats for the development of business at a worldwide level.</li> </ul> <p>Professional competences:</p> <ul style="list-style-type: none"> <li>• E.P.13. Improvement of communication and negotiation skills, both oral and written.</li> <li>• E.P.16. Adapt the communication style to different audiences, understand cultural differences in communication and convey multicultural abilities.</li> <li>• E.P.20. Ability to confront and understand the business culture and environment and devise real solutions to specific problems in the organisation.</li> </ul>
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In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

*I. General competences* G.P.1, G.S.7

*II. Specific competences* E.D.2, E.D.4, E.P.20

Learning outcomes

Students will be able to adapt to and empathise with a business environment operating in Europe.

*The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.*

#### 4. Contents

Understanding of Europe and the European Union: geopolitics, markets and business; specific elements of economic and business organisations in the EU.

Macro-analysis:

- Historical Roots of Europe: From Feudalism to Modern Europe
- Evolution of the European Union: Expansions, Institutions and Legal Background
- Short Overview of Economic Integrations

Doing Business with the European Union

- Being European–Managerial and Consumer Behaviour Differences through Understanding the Dimensions of Culture: Hofstede (PD, I/C, M/F, UA, LTO) and Hall (space, time, context and info flow)
- Evolution of the European Union: Expansions, Institutions and Legal Background
- Standardisation vs. Adaptation: Segmenting the Single Market (Cultural, Social, Personal and Psychological Factors; Cultural and Language Barriers to Standardisation)
- The Challenges of the Enlarged EU:

- Central Bank of Europe and the Eurozone; the “others” (non-Euro countries)
- North–South Differences, including East European specifics
- EU and Brexit; EU and Immigration

#### The Future of Europe and the EU from the Standpoint of Companies

- Who Are You Dealing With: Further Expansion (Pros and Cons) – Should the EU Split in Two?
- Foreign Exchange Risk: The Viability of the Euro
- What is Your Market: Nations of Regions?
- What Regulates Your Markets: Is It possible to Form a Political Union?

**Note:** The course is interdisciplinary by nature: it concentrates on theoretical and practical knowledge from different social science disciplines such as economics, marketing, management, international business, communication, political science and cultural anthropology.

### 5. Assessment

The lecturer will use different learning styles in classes. There will be several forms of assessment during this course, including continuous evaluation and synthesis: you will have quizzes, comprehensive exams, group assignment essays and presentations that you will present to the class.

Your final grade will be computed from the following elements:

#### **Continuous evaluation** (assignments): 50%

- News presentation (5%)
- 3 tests (3×5%=15%)
- Country/sector analysis (20%)
- Participation (10%)

#### **Synthesis:** Final exam 50%

Taking the final exam is a necessary condition to pass the subject. In case of not attending the final exam, the student will obtain the “not presented” qualification.

**Total or partial copy and/or plagiarism will imply a failure in the subject with a final grade of zero points and no access to the make-up exam. According to the academic regulations specified in the Disciplinary rules for students of Universitat Pompeu Fabra, other additional sanctions may apply depending on the seriousness of the offence.**

In case of divergence between the evaluation criteria established in the Learning Plan and the Teaching Guide, those established in the Learning Plan will prevail.

### 6. Sustainable Development Goals

SDG 4: Quality education

SDG 8: Decent job and economic growth

SDG 9: Industry, innovation and infrastructure

SDG 12: Responsible consumption and production

SDG 15: Life on Earth

SDG 16: Peace, Justice and strong institutions