

# COURSE DETAIL

## ESCI: DOING BUSINESS IN EUROPE

**Country**

Spain

**Host Institution**

Pompeu Fabra University

**Program(s)**

International Business Economics

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

172

**UCEAP Course Suffix****UCEAP Official Title**

ESCI: DOING BUSINESS IN EUROPE

**UCEAP Transcript Title**

ESCI:BUSINESS IN EU

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course offers a study of the laws and institutions that regulate European business activity. It examines the historical background of European integration, the issues encountered in EU expansion, and the cultural differences among the European countries. Other topics of study include: managerial and consumer behavior differences, cultural dimension theories of Hofstede and Hall, standardization and adaptation of the Common Market, cultural and linguistic barriers to standardization, the Central Bank of Europe and the Euro zone, and the future of Europe and the EU. Prior course work in business organization is advised.

### Language(s) of Instruction

English

### Host Institution Course Number

80227,51704,51636

### Host Institution Course Title

DOING BUSINESS IN EUROPE

### Host Institution Course Details

### Host Institution Campus

### Host Institution Faculty

ESCI International Business (Escola Superior de Comerç Internacional)

### Host Institution Degree

### Host Institution Department

### Course Last Reviewed

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