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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