

COURSE DETAIL

BUSINESS AND SOCIETY IN EUROPE

Country

Germany

Host Institution

Free University of Berlin

Program(s)

Berlin Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

European Studies Economics Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS AND SOCIETY IN EUROPE

UCEAP Transcript Title

BUS&SOCIETY EUROPE

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

Europe encompasses the world's largest and most complicated market. Recent events, particularly those following the ongoing economic crisis on the continent, raise profound questions about the future of Europe. This course focuses on present and future business issues facing the entire continent. Under this focus, the course examines the following questions: Should a "European" management style be developed instead of the national practices that frequently characterize companies originating in different European nations? How and under what circumstances should the European Union expand to Turkey, Ukraine, and other countries in the East? What has been the impact of the Treaty of Lisbon, in effect since 2009, on European economic, political, and social issues? In order to provide essential background and context for these issues, the course also reviews key events in modern European History. The course utilizes a variety of approaches, including small-group study, lectures, and case-study analysis, to develop a comprehensive understanding of European business. On virtual excursions to different districts of Berlin, the course studies how European and German history have influenced the economic development of this magnificent international capital and the course investigates the impact Berlin has in turn had on European business management. The course also features guest speakers on different topics in business and society in the European context.

Language(s) of Instruction

English

Host Institution Course Number

3.15

Host Institution Course Title

BUSINESS AND SOCIETY IN EUROPE

Host Institution Campus

FUBiS- Track B

Host Institution Faculty

Host Institution Degree

Host Institution Department

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