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 & SOCIETY IN EUROPE

Host Institution Course Details
http://www.fubis.org/2_prog/term_3/term_3/syllabi/Chowdhury_Business-and-Societ...

Host Institution Campus FUBiS- Track B
Host Institution Faculty
Host Institution Degree
Host Institution Department
Course Last Reviewed 2022-2023

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