



BUS 365 Contemporary European Business Issues

Summer 2024

Instructor	Dr. Derek Crews, SHRM-SCP
E-mail	dcrews@twu.edu
Course Meeting Days and Time	Monday and Wednesday, 9:00 am – 12:00 noon
Required Experiential Learning Dates	July 12, 18, & 23, August 1
Office Hours	After class or by appointment

Catalog Description:

War, Brexit, inflation, climate change, digital currencies, and a shifting world order. Europe is undergoing the most massive upheaval since World War II. This course examines strategic business concepts in the context of the European Union. Multidisciplinary approach to issues related to the European Monetary Union, global challenges facing European business, and comparative business and leadership experiences. Students participate in site visits in the United Kingdom to develop understanding of operations of corporations from a global perspective. Exposure to historical and cultural context of European business to enhance business decision-making skills. Conducted at Harlaxton College. Open to majors in accounting, business administration, or economics. Prerequisite: Interdisciplinary 150 or Economics 102.

Credit Hour Policy Statement:

Combination of standard lecture and other academic activities:

“This class meets the federal credit hour policy through a combination of lecture + laboratory (or lecture + practicum) for a total of 45-75 hours of supervised learning activities for each credit.” (Def 1 & 2)

Course Learning Objectives:

- Explain the evolution of European economic integration.
- Recognize the opportunities and challenges of European monetary and economic union.
- Understand key issues facing European business today, including war, Brexit, inflation, climate change, digital currencies, and a shifting world order.
- Develop a business strategy for a business based in the U.S. to enter the European market.
- Evaluate the cross-cultural challenges of doing business in Europe.

Methods of Instruction:

This course will utilize a variety of instructional methods including lectures, class discussions, parallel readings, individual written assignments, and a European country project. Each week we will have assigned topics and readings. We will typically begin each class with a lecture/presentation designed to provide structure to the material and to make clear the learning objectives surrounding the topics. The remainder of class will be used for group interaction, and discussion of the relevance

HARLAXTON



of the assigned reading, to relate the material to student experience, and to consider related current developments as presented in the business and academic press.

It is essential that you be very prepared for class. Preparation requires that you read the assigned readings, relate the material to your past work experiences, and look for examples of how firms are currently addressing issues related to course content. It is particularly important that you read the assigned readings in a thoughtful and analytical way.

Textbooks and Required Reading:

Title: The Routledge Companion to European Business

Authors: Suder, Gabriele, Riviere, Monica, & Lindeque, Johan

Copyright: 2023

Publisher: Routledge

ISBN:978-1032476094

Course Schedule:

Exams

There will be two exams, a midterm and the final exam. The questions will be based on the text, class lecture/discussion, and additional reading assignments given throughout the semester. The final will be comprehensive. Each exam is worth 150 points, for a total of 300 points (30% of the course grade).

Article Reviews

Each student will submit a review of an article chosen from a peer-reviewed academic journal. The article must relate to one or more concepts from the textbook. The article must be no more than five years old.

Use the following questions as subheadings to create your review. You must address the following key questions:

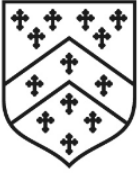
- 1 – Key Concept: What is the main point or key concept in the article and how does it impact you?
- 2 – Critical Analysis: How strong is the author's argument? Is the article based upon valid empirical data, or it is based upon opinion?
- 3 – Application: How might the information in this article impact your role as a current or future manager?
- 4 – Future Research: What other information would you like to know about the topic?

The paper should include a title page, should comply with APA format, and should be two to three pages in length (not including the title page). At the end of the article review, include a reference in APA format.

Each case article review is worth 100 points, for a total of 200 points (20% of the course grade).

Issues Paper

The Issues Paper requires students to choose from one of three questions that will be distributed two weeks in advance. The paper is a reflection assignment requiring the student to demonstrate understanding of the issue from various perspectives, and the challenges and opportunities posed by the issue. The body of the paper will be four to six pages, and will be worth 15% points (15% of the course grade).



Country Project

The Country Project enables the student to integrate and reflect upon what has been covered in the course and to consider practical applications of the course content to a specific European country. Each must select a different European country for this project.

Students will prepare a PowerPoint presentation, and present their plan to the class. A detailed grading rubric for the plan and presentation will be provided on Blackboard.

The Country Project is worth 100 points, and the presentation is worth 100 points, for a total of 200 points (20% of the course grade).

Attendance and Participation

Weekly student participation in discussions in courses is considered a necessary factor in the learning process. Students are expected to read all materials for each session, attend all class sessions, and participate in weekly class discussions. Class participation influences your grade. Attendance and participation is worth 150 points (15% of the course grade).

Class Schedule

Day	Topic	Assignments Due
7/10 Day 1	A Portrait of Europe	
7/11 Day 2	International Business Theory	
7/12	Experiential Learning in London	
7/15 Day 3	European Culture & Identity	Article Review 1
7/17 Day 4	European Economic Integration	
7/18	Experiential Learning	
7/22 Day 5	Post-Brexit UK	Mid-term Exam
7/23	Experiential Learning	
7/24	European Labor Markets	Issues Paper
7/29	Europe & Climate Change	Article Review #2
7/31	Synthesis & Application	Course Project
8/1	Experiential Learning	
8/5	Final Exam	



Grading Criteria:

Each student will be evaluated on their performance on the assignments/activities listed below. There are additional documents on the course website that clarify the criteria for grading. The grade will be based on a multi-dimensional evaluation of the students' performance. The areas of evaluation are as follows:

Assignment	Point Value	% of Grade
Exams	300	30%
Article Reviews	200	20%
Issues Paper	200	20%
Country Project	150	15%
Attendance/Participation	150	15%
TOTAL	1000	100%

The following grading scale will be used:

POINT VALUE	GRADE
900-1000 points	A
800-899	B
700-799	C
600-699	D
Below 600	F

Withdrawal and Attendance policies:

Harlaxton College expects regular class attendance by all students. Students are considered sufficiently mature to appreciate the necessity of regular and punctual attendance, to accept this personal responsibility and to accept the consequences of failure to attend. When absences occur due to emergency or medical reasons, students are expected to notify their instructors of the absence prior to class or to seek the assistance of the College nurse or a member of the Student Experience Team for help in notifying instructors.

Instructors have the authority to grant excused absences for medical, psychological, or personal reasons upon review of appropriate documentation and professional recommendation supporting such a request. In the event of long-term illness, reasonable accommodations will be made to allow a student to complete a course. In these cases, the Dean will need to approve the long term nature of the accommodation.

The Dean of Harlaxton College has the authority to grant excused absences for medical, psychological, or personal reasons.



Each instructor is expected to maintain an attendance policy in keeping with the nature of the Harlaxton program and may consider it in evaluating performance in their courses.

Policy Governing Unexcused Absences:

Harlaxton College operates an attendance policy that is binding on all faculty and students. The number of unexcused absences that are allowed before incurring a penalty is related to the number of times a class meets each week. For courses which meet three times a week, students are allowed a maximum of three unexcused absences during the semester without attracting penalty points. For courses meeting twice a week two such absences are permitted, and for courses meeting once a week a single absence is allowed. Additional unexcused absences will attract a grade penalty.

The grade penalty for exceeding the number of allowed absences is a full-letter grade deduction (e.g., A to B).

Policy Governing Excused Absences.

- Excused absences are not given to facilitate student travel independent of College-sponsored travel.
- Students may be permitted to miss class because of participation in academic field trips.
- Instructors must co-ordinate and confirm academic fieldtrips with the Dean, prior to the commencement of the Semester to ensure their inclusion in the Semester timetable.

- Where authorization for an academic fieldtrip is requested after the commencement of the semester, the request must be submitted to the Dean.

The following information is required:

- Purpose and brief description of the official Harlaxton event or academic fieldtrip.
- Dates, location, and times (as applicable).
- Alphabetical list of students involved [Last Name/First Name] along with their student identification number.

If approval is granted:

- Instructors affected will be notified at least one week prior to the class period during which absence is anticipated, or as soon as possible.
- Missed class time due to student participation is to be considered an excused absence.
- The grade of a student may not be lowered in any class due to excused absences.
- It is the student's responsibility - to take the initiative by consulting with their instructors before the absence occurs, and - to do what is required by the instructor to make up all missed assignments and/or examinations.
- Instructors are required to assist students in these occasional situations of excused absences.

Honor Code:

All students at the University of Evansville agree to the University honor code: *I will neither give nor receive unauthorized aid, nor will I tolerate an environment that condones the use of unauthorized aid.*



AI may be used only with prior permission or direction by the instructor .

- All work submitted in this course must be your own.
- The use of generative AI composition tools, such as those offered by ChatGPT, Google Bard etc. is prohibited in this course except for specific assignments and subject to the instructor’s guidelines.
- Work generated by such tools without proper attribution is plagiarism and, thereby, a breach of the University’s Plagiarism and Academic Honesty policy.

Disability Policy:

It is the policy and practice of the University of Evansville to make reasonable accommodations for students with properly documented disabilities. Students should contact Disability Services within the Office of Counseling Services by calling 812-488-2663 to seek services or accommodations for disabilities. Written notification to faculty from Disability Services is required for academic accommodations.

The University of Evansville Disability Services office will share the request for academic accommodations with the Academic Support team at Harlaxton College. Staff members at Harlaxton will meet individually with students to discuss needs and provide additional information related to examinations or other assessments.

Students from partner institutions should provide the appropriate letter of accommodation from their institution to the Academic Support team at Harlaxton College.



Non-Discrimination Statement

The University of Evansville expects all members of its community to treat each other with respect and civility. Harassing behaviors directed towards any member of our community will not be tolerated. As part of its commitment to non-discrimination, the University specifically prohibits harassment based on any other characteristics set forth in its nondiscrimination statement as follows: including race, color, gender, gender identity and expression, sexual orientation, creed or religion, national origin, age, disability, veteran status and all federally protected groups/classes. Any form of harassment undermines the mission of the University and negatively impacts the University community as a whole.

Prohibited Conduct and Confidentiality

The University of Evansville is committed to fostering an atmosphere free from harassment and discrimination. This commitment includes identifying problems that may lead to sexual harassment and misconduct, as well as other forms of harassment and discrimination, by creating an atmosphere in which the entire University community is sensitive to preventing prohibited conduct. Additionally, the University is committed to providing support and resources to individuals who have experienced prohibited conduct. This commitment includes effectively responding when a student, visitor, guest or program participant is the victim of prohibited conduct.

All campus employees, students, and guests are required to abide by the Title IX and Other Sexual Harassment and Misconduct Policy, the Harassment and Discrimination Policy, and the Consensual Sexual or Romantic Relationships Between Employees and Students Policy. Violation of these policies could result in disciplinary action, up to and including expulsion for students and termination for employees.

Faculty members at the University of Evansville are considered “Responsible Employees” under the applicable federal guidelines and the University’s policies. This means that I am unable to offer you confidentiality if you report any incidence of prohibited conduct to me as defined by Title IX statute. If I am made aware of a violation, I am required to report any known information to the Office of Institutional Equity.

You may choose to report the violation yourself the following ways:

Email: · Annie Sills, Assistant Director of Institutional Equity and Title IX Coordinator: cs175@evansville.edu ·

Keith Gehlhausen, Executive Director of HR and Institutional Equity: kg77@evansville.edu ·

Title IX: titleix@evansville.edu

Phone: 812-288-5261

Online: <https://www.evansville.edu/safety/report.cfm>

You may also choose to speak with a Confidential Resource. Confidential Resources are required to maintain confidentiality and cannot report violations to the Office of Institutional Equity:

University of Evansville

- Counseling Services: counselingservices@evansville.edu, 812-488-2633
- Health Center Professionals: healthcenter@evansville.edu, 812-488-2033
- University Chaplain: chaplain@evansville.edu, 812-488-5262

Harlaxton College

- College Nurse: Lesley Selby, RGN, +44 01476 403027, lselect@harlaxton.ac.uk
- Counselling Services: counselling@harlaxton.ac.uk

