

International Management Environments: Europe

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The continent of Europe encompasses the world's largest and most complicated market. Recent events, particularly the circumstances surrounding the proposed European Constitution and the subsequent Treaty negotiations, raise profound questions about the future of Europe. This course will focus on present and future business issues facing the entire continent. In order to provide essential background, this course will also briefly review key European events in modern European History.

Reading Mind Your Manners: Managing Business Cultures in Europe, John Mole.
Sources: The Oxford Illustrated History of Modern Europe, T. C. Blanning
 Desperately Seeking Europe, Susan Stern & Elisabeth Seligmann

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
6/ 3	Historical Roots of Europe	Blanning, pp. 1-10 Stern & Seligmann, pp. 9-26 Mole, pp. 1-11
6/ 6	Leadership in Europe	Blanning, pp. 11-24 Mole, pp. 54-69 Stern & Seligmann, pp. 37-43
6/10	European Identity British and Irish Management	Blanning, pp. 25-39 Mole, pp. 106-121 Stern & Seligmann, pp. 148-168
6/13	Economic Growth in Europe Dutch Management	Blanning, pp. 40-68 Mole, pp. 130-139 Stern & Seligmann, pp. 123-132
6/17	The Evolution of the European Union German and Swiss Management	Blanning, pp. 182-209 Mole, pp. 146-163
FIRST WRITTEN ASSIGNMENT DUE		
6/20	Eastern and Latin Europe French and Italian Management	Stern & Seligmann, pp. 114-122 169-187 Mole, pp. 183-208
6/24	MID-TERM EXAM	

- 6/27 Turkey and its Future in Europe
Central European Management Mole, pp. 165-175
214-224
242-260
Stern & Seligmann, pp. 95-100
- 7/ 1 International Perspectives about Europe
Scandinavian Management Stern & Seligmann, pp. 67- 82
141-147
198-210
Mole, pp. 70-90

SECOND WRITTEN ASSIGNMENT DUE

- 7/ 4 Future EU Goverance Mole, pp. 261-272
Stern & Seligmann, pp. 275-291
pp. 302-326
- 7/ 8 Future Managerial Practices in Europe Stern & Seligmann, pp.327-333
pp. 356-367
Mole, pp. 39-48
Havel Reading

7/11 FINAL EXAM

BASIS OF GRADING:

Mid-Term Exam	30%
Final Exam	30
Each Written Assignment	
Content	10
Written Quality	<u>5</u>
Two Written Assignments	30
Classroom	
Participation	<u>10</u>
TOTAL	100%