

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

MGMT3417 The European Business Environment

GENERAL INFORMATION			
Instructor: Dr. Clotilde Landais Email: clandais@hku.hk Office: KKL 913 Phone: 3917-1683 Consultation times: by appointment Pre-requisite(s): N/A Co-requisite(s): N/A Mutually exclusive: N/A			
COURSE DESCRIPTION			
In International Business, the study of the European marketplace holds a unique place. Each country has its own history, laws, and culture, yet it is possible to look at the European Union as one market. This course aims at introducing students to the European business culture through an interdisciplinary approach: <ul style="list-style-type: none"> • History and Geopolitics: to understand how the European Union came to be and its development; • Sociology: to examine different issues, such as cultural identities, politics, and ethics in the European context and their impact on business relationships; • Management: to analyse practical issues in a European context. 			
COURSE OBJECTIVES			
1. Introduce the key principles of the European Union 2. Introduce the specificities of the European business environment 3. Introduce the impact of cultural differences on professional relationships and interactions 4. Develop students' critical and creative thinking skills			
FACULTY LEARNING GOALS (FLGs)			
FLG1: Acquisition and internalization of knowledge of the programme discipline FLG2: Application and integration of knowledge FLG3: Inculcating professionalism FLG4: Developing global outlook FLG5: Mastering communication skills FLG6: Cultivating leadership			
COURSE LEARNING OUTCOMES (CLOs)			
Course Learning Outcomes		Aligned Faculty Learning Goals (FLGs)	
<ul style="list-style-type: none"> • CLO1. Describe the European Union and the implication of a single market • CLO2. Appraise key elements of a specific European market. • CLO3. Appraise intercultural issues in the European business environment. • CLO4. Conduct structured topic and case analyses applied to the European business environment. 		FLG1; FLG4; FLG5 FLG2; FLG3; FLG4; FLG5 FLG2; FLG3; FLG4; FLG5; FLG6 FLG1; FLG2; FLG3; FLG4; FLG5; FLG6	
COURSE TEACHING AND LEARNING ACTIVITIES			
Course Teaching and Learning Activities		Expected Study Hours	Study Load (% of study)
T&L1. Interactive Lectures		20	16.6%
T&L2. In-class activities (Discussions, case analyses, role-plays)		25	21.1%
T&L3. Quizzes		5	4.1%
T&L4. Group Project		35	29.1%
T&L5. Individual Project		35	29.1%
Total		120 hours	100%
Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes

A1. Individual Participation	Interactive lectures, in-class activities	20%	CLO1; CLO2; CLO3; CLO4
A2. Quizzes	MCQ	20%	CLO1
A3. Group project	Business Analysis	30%	CLO2; CLO3; CLO4
A4. Individual Project	Business Plan	30%	CLO2; CLO3; CLO4
	Total	100%	

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A-	Student has consistently demonstrated an excellent grasp of the European Union market characteristics, as evidenced by original or exceptionally astute analysis and synthesis of student work.
B+, B, B-	Student has demonstrated a substantial grasp of the European Union market characteristics, as evidenced by above average performance in analysis and synthesis of student work.
C+, C, C-	Student has demonstrated a fair grasp of the European Union market characteristics, as evidenced by average performance in analysis and synthesis of student work.
D+, D	Student has demonstrated limited grasp of the European Union market characteristics, as evidenced by barely satisfactory performance in analysis and synthesis of student work.
F	Student has demonstrated very limited grasp of the European Union market characteristics, as evidenced by poor performance in analysis and synthesis of student work.

Assessment Rubrics for Each Assessment

Individual Participation

Discussion and sharing in class will be considered in assigning points for individual participation.

CLO	CLO1; CLO2; CLO3; CLO4
A+, A, A-	Extremely well-prepared for class activities, active in sharing views, participates in at least 90% of these activities
B+, B, B-	Partially prepared for class activities, quite active in sharing views, and participates in at least 80% of these activities
C+, C, C-	Not well-prepared for class activities, only occasionally sharing views, and participates in at least 70% of these activities
D+, D	Not well-prepared for class discussion, no sharing of views, and participates in at least 60% of these activities
F	Never prepared for class discussion, no sharing of views, and participates in less than 50% of these activities

Quizzes

Students are required to answer a set of MCQs after each lecture. MCQs are closed-book quizzes on the major concepts about the EU and its business environment They are to be submitted on Moodle.

CLO	CLO1
A+, A, A-	Extremely well-prepared; at least 90% of the responses are accurate.
B+, B, B-	Partially prepared; 80-89% of the responses are accurate.
C+, C, C-	Not well-prepared; 70-79% of the responses are accurate.
D+, D	Not well-prepared; 60-69% of the responses are accurate.
F	Never prepared; less than 59% of the responses are accurate.

Group Project – Business Analysis

Each group is required to make a 10-minute presentation, facilitate a Q&A session with the class, and submit a 1000-word group report about a European country and its business environment. The instructor will assign a list of countries for analysis.

- **Relevance:** Analysis of the assigned country. Do you answer the assigned questions? Do you use the relevant materials to answer these questions?
- **Substance:** Critical examination of the country from multiple perspectives. Do your answers reflect your adequate preparation? Do they extend our understanding of the discussed issues or concepts?
- **Analysis:** Proper use of concepts studied in class. Do you refer to adequate concepts and examples to support your opinion?
- **Persuasiveness:** Oral presentation. Do you speak clearly and distinctly, at a proper pace, and without reading? Is your presentation logically organised, easy to follow? Are your slides well-presented, free of grammatical or spelling errors?
- **Additivity:** Interaction at the Q&A session (input from other students and their questions are being considered). Do your responses or comments reflect active listening of the questions or comments of other class members? Are your answers or comments well-articulated, argued, and supported, such that others take note of the convincing nature of your points? Are your answers or comments respectful of your classmates' questions or comments?
- **Effectiveness of writing:** Writing of the report. Includes readability, flow, logic, and organization; writing mechanics, such as: is your essay free of grammatical and spelling errors? Do you use varied sentence structure and vocabulary? Do you cite your sources?

CLO	CLO2; CLO3; CLO4
A+, A, A-	Very good to excellent ratings on some or all six criteria.
B+, B, B-	Good to very good ratings on some or all six criteria.
C+, C, C-	Fair to good ratings on some or all six criteria.
D+, D	Fair ratings on all six criteria.
F	Fail to present or submit the project.

Individual Project – Business Plan

Each student is required to develop and submit a 1000-word business plan for creating a company in a European country of their choice.

- **Relevance:** Business plan. Do you answer the assigned questions? Do you use the relevant materials to answer these questions?
- **Analysis:** Proper use of concepts studied in class. Do you refer to adequate concepts and examples to support your opinion?
- **Persuasiveness:** Development of a business plan. Are your answers well-articulated and supported, using adequate examples?
- **Effectiveness of writing:** Writing of the business plan. Includes readability, flow, logic, and organization; writing mechanics, such as: is your business plan free of grammatical and spelling errors?

CLO	CLO2; CLO3; CLO4
A+, A, A-	Very good to excellent ratings on some or all four criteria.
B+, B, B-	Good to very good ratings on some or all four criteria.
C+, C, C-	Fair to good ratings on some or all four criteria.
D+, D	Fair ratings on all four criteria.

F

Fail to present or submit the project.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Weeks	Class Activities and Assignments
Week 1	Syllabus ♦ Lecture/Discussion: <i>Introduction – What is the European Market?</i> ♦ Readings/Case Discussion: TBD
Week 2	♦ Lecture/Discussion: <i>European Integration 1</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 3	♦ Lecture/Discussion: <i>European Integration 2</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 4	♦ Lecture/Discussion: <i>The Main European Institutions</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 5	♦ Lecture/Discussion: <i>The European Business Environment</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 6	♦ Lecture/Discussion: <i>Management in Europe</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 7	Reading Week
Week 8	♦ Lecture/Discussion: <i>Finance in Europe</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 9	♦ Lecture/Discussion: <i>Marketing in Europe</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 10	♦ Lecture/Discussion: <i>Lobbying in Europe</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 11	♦ Lecture/Discussion: <i>Conclusion – Europe and the International Market</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 12	♦ Oral Presentation (s): TBD
Week 13	♦ Oral Presentation (s): TBD ♦ Assignment Due: Individual Project

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS

The instructor will provide course materials on Moodle.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in addition to SETL around the end of the semester
- Online response via Moodle site
- Others: _____ SETL _____ (please specify)

COURSE POLICY

- Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism and other forms of academic dishonesty are serious acts that erode the University's educational role and degrade the value of one's degree.
- All students should support and share responsibility for the academic integrity in the HKU community, as well as their own work. You are expected to:
 - Refrain from cheating, plagiarism or other forms of academic misconduct
 - Not to aid or abet others to commit any form of academic misconduct
 - Report to teacher or the Faculty Office about any incident of academic misconduct observed
- Plagiarism and cheating are extremely serious intellectual crime and will not be tolerated to any extent in HKU. Any act of plagiarism or cheating is a disciplinary matter that can result in serious consequences, including expulsion from the University.
- Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).

ADDITIONAL COURSE INFORMATION

I will send announcements about course schedules, assignments and readings via Moodle. Lecture slides and videos will be posted on Moodle after each lecture, but I will not send separate announcements about them. Cases will be available on Moodle one week before the discussion.