

## Course Descriptions Master 2018-2019

Course Title European Business Context

Course Code EBC4214

ECTS Credits 6,5

Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2019	7-6-2019		X		X	

Level Advanced

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Language of instruction

Goals

Description Opportunities and challenges of doing business in European countries depend on the business context in which firms can operate. Considering the legal, institutional, cultural, political and economic environment of these countries and the impact these contextual factors have on management decision-making, strategy, and business practices, this course will discuss European business contexts of three clusters of European countries:

- (1) Countries being not members of the European Union (EU)
- (2) Countries being members of the EU but not of the European Monetary Union (EMU)
- (3) Countries being members of the EMU

Since the founding of the EU in 1992, the size of the EU has increased. Whether the EU will also grow in the future is not certain. The United Kingdom has decided to leave the EU in 2019. If the Front National wins the presidential election in May this year, France could become the next exit candidate. It is also uncertain at this moment whether the EMU will survive.

These developments will have an impact on the business context in the three clusters.

The course addresses this issue by analyzing relevant context factors that explain the differences between the three European business contexts.

Literature Suder, G. (2011), Doing Business in Europe, 2nd ed., Sage (compulsory). The course manual includes recommended literature.

Prerequisites This course and the course Entrepreneurship and Industrial Organisation in Europe are only open to students in the trivariate MGB master program with Lima and Vancouver.

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

SBE Other Programmes

MGB