

VESALIUS COLLEGE

BUS281E BUSINESS IN EUROPE

Syllabus

Summer 2008

Instructor: Geoff Gibas

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Office hours: by appointment.

Read and re-read this syllabus very carefully.

Failing to read the syllabus may influence your grade negatively in borderline cases.

This syllabus may be modified by the instructor.

Course description:

The diversity of the European marketplace will be addressed with reference not only to the people of Europe but also to current societal developments (e.g. new countries joining the EU and the new structures of the information society). The impact of macro policy development at the level of the European Union will be addressed alongside the micro issues of marketing.

Course objectives:

The prime objective of the course is to familiarize and sensitize students to the subtle and not so subtle differences encountered when moving from business theory or an ethnocentric viewpoint into the complex market place that is Europe.

At the end of the program students will be expected to be able to apply a basic framework of analysis (issue analysis) to the opportunities and challenges in today's diverse markets. They will be expected to demonstrate the critical nature of consistent and coherent linkages between key elements of the marketing mix and a match with overall business strategy.

Students will be expected to show an understanding of macro-policy issues at the level of the European Union as they impinge upon the micro issues of the marketing of both products and services.

The above will be achieved through an intensive program of theory developed on a case study approach coupled with a company visit and expert speaker programme from both the private and public sectors.

Students should be able to relate one or more of the themes and/or analytical hypotheses in the textbook(s) to one or more of the required or recommended readings of case studies or lectures in the course.

The company visits and speaker programme aim to provide insight to the challenges and opportunities faced in Europe today. The chosen companies all have a common thread in their

Approach to business and in terms of their strategy. Lecturers experienced in the field of corporate policy, human resource management, marketing, advertising, and communication in Europe will contribute to this course.

The principal lecturer for this course is the President of A+Informatica (a non-profit organisation designed to supply excess corporate PC's to schools in Africa) and past Chairman of the Communications Committee of the American Chamber of Commerce in Belgium. All lectures and guest speakers have extensive research and practical experience in the fields of business, commerce and marketing in Europe.

Text and readings:

Doing Business in Europe by Danielle Suder
ISBN 9781412918473 Sage Publications

Required readings

Case Book:

Harlequin Romances in Poland

MasterCard and World Championship Soccer

Citibank

Manging in the Eurozone

IKEA's global marketing strategy

Recommended readings

HERBIG,Paul A. Handbook of Cross-Cultural Marketing ISBN: 9780789001542

USUNIER Jean-Claude. Marketing across cultures. Prentice Hall, 1998. ISBN 0132361752.

HILL, Richard. We Europeans.

HILL, Richard. Euro Managers & Martians

Websites

www.europarl.europa.eu

www.ec.europa.eu

European Commission - Your **Europe** - European Union - **Business**.
ec.europa.eu/youreurope/nav/en/business/index.html -

www.eubusiness.com/

www.amazon.com

www.ikea.com

www.inbev.com

www.carat.com

www.ups.com

www.ebm.ups.com/

http://openfordesign.msn.com/default.aspx?id=8style1_chow

www.carat.com

Students are also encouraged to read the business press, especially special sections on marketing

Time and place of class:

Classes will be held at the following times:

Mondays and Fridays 09:00-13:00 room to be announced

Preparation for class and attendance:

All assigned material should be read before attending class. Class participation is encouraged . Given the amount of material to cover it is very important for students to understand that class time will be used to develop what they have read in the text book , not a simple repetition of that text..

Quizzes may be organized.

Written work through case studies

Case studies will be distributed in class to be analysed and presented during the course. (schedule to be established at the beginning of the semester);

The penalty for late written work is one grade-point per day. Computer and printer problems are no valid excuse for handing in work late. Homework which is one week overdue will not be accepted.

Examinations:

The exams will be based on a mix of theory and practice. The basic concepts will be examined by way of essay question. Practical aspects will be examined through the analysis of case studies.

Written work should be submitted on or before the date specified in the syllabus. Examinations should be taken at the dates specified. If you will not be able to take an examination or to submit written work on time, notification in advance or as soon as possible is required. Makeup examinations are discouraged and will be allowed only in extreme emergency, which must be documented by a physician or college official.

Grading:

The final grade for the course will be calculated on the following weighting:

Evaluation is continuous with student participation and group presentations contributing to an overall grade based upon:

Case work and class performance	40%
Class Participation	10%
Quiz	10%
Final Exam	40%

Grading scale:

The grading scale is:

A	>85
A-	81-84
B+	77 -80
B	73-76
B-	69-72
C+	66-68
C	62-65
C-	58-61
D+	54-57
D	50-53
F	anything below 50/100

Academic Honesty:

Each instructor at Vesalius College is responsible for ensuring proper conduct in his or her classes. The Catalogue has a section on academic honesty that students should read before continuing.

The responsibility for preventing cheating belongs both to students and professors. Severe punishment will be inflicted on anyone caught cheating. Students' responsibility, besides maintaining a high standard of personal honesty, includes taking precautions to prevent others from copying their work. Cheating and plagiarism cases will be communicated in writing to the Associate Dean for Academic Affairs and submitted to the Student Conduct Committee for disciplinary action.

Course Format

This is a 6 ECTS credit level course presented in an intensive format of class meeting, every morning and afternoon for approximately one week. The course will be taught by members of the VECO faculty and numerous guest speakers from the corporate and political world. In addition, the course will involve visits to corporate headquarters and marketing facilities (see course agenda).

Formal lectures by the principal professors and guest speakers will provide a basis for case study work linked to practical exercises. A basic 'issue analysis kit' will be put to work alongside a methodology. Group projects / reports will be used.

Course Requirements

Class attendance, participation and preparation by way of reading / research are required and expected. The required readings are essential and it is the responsibility of the individual student to complete these readings in preparation for class lectures and discussions. In addition, the readings support discussions but may not always be explicitly referred to in class by the academic staff. The readings will nonetheless be used as a basis for the final exam.

The case work will be carried out in group sessions out of classroom hours and will be presented to the whole class by each group.

Each group will be allocated at least one case. Each student will be expected to analyse all the cases and to take part in the classroom debate.

Students will be expected to acquire their own copies of the cases listed in the bibliography.

Group presentations should be prepared and given on students own PC laptop computers. Copies should be left with the professor on diskette.

Pre-Course Preparation

Students will be expected to have read the case studies provided. They should be prepared to summarize the main issues raised.

Students will also be required to have read the recommended text book before the course begins.

As preparation for the visit programme, students should provide the principle professor with a short list of questions they would like to ask each guest speaker. These questions should focus on, for example, the role the organisation in question plays in Europe and how the European dimension affects the way they operate.

Each student should visit the website of all the institutions in question to identify key aspects of their respective approach to business in Europe

COURSE SCHEDULE

DATE	LOCATION	TIME	<i>ACTIVITY / SPEAKER</i>
Monday 26 May	VECO Campus Room 051	9:00- 13.00	Geoff Gibas Issue Analysis Case study briefing
Friday 30 May			Group project Issue Analysis
Monday 3 June			Issue Analysis presentation
Friday 6 June	European Commission		Loris Di Pietrantonio European Commission Case 1
Monday 9 June	VeCo		Chris Vanhoegaerden UPS Corporate Positioning in Europe Case 2
Friday 13 June	European Parliament		Tim Beyer-Helm Head of Policy Strategy Unit EPP-ED Group in the European Parliament The European Parliament and business Case 3

Monday 16 June		<p>European Advertising Standards Alliance Oliver Gray - welcome and short introduction to what EASA does (25 min) Renee Brautigam - how does self-regulation work and what do self-regulatory organisations do (20 min) - how does EASA communicate (10 min)</p> <p>Case studies Richard Knubben - AMS directive and digital media communications (30 min) Laure Alexandre - alcohol (30 min) www.easa-alliance.org</p>
Friday 20 June		<p>Hill & Knowlton Elaine Cruikshanks CEO Europe Case 5 Case 6</p>
Monday 23 June		<p>Susan Pointer Director, Public Policy & Government Affairs EMEA Google Inc.</p> <p>Case 7 Case 8</p>
Friday 27 June		Carat Media Buying
Monday 30 June	IKEA	<p>IKEA John Sandeman</p> <p>Case study 9</p>
Friday 4 July	Mastercard Waterloo	<p>Mastercard Paul Meulendijk Head of Sponsoring-Europe</p>

<i>DATE</i>	LOCATION	TIME	ACTIVITY / SPEAKER
Thursday 5 July	VECO IKEA	0845-0945 10.00-12.00	Case review John Sandeman Public Relations Director IKEA IKEA case presentation
		12:30- 2:00	Lunch- courtesy of IKEA
	Inbev Brewery Leuven	14:30- 15:30	Brewery visit
	INBEV	16:00- 18:00	Nigel Miller Vice –President People-Continuity and Sales Jorn Soquet Marketing Manager - Beck's. Stella Artois case presentation
Friday 6 July	Waterloo	09:00- 11.00 12:00- 13:00	John Stuart Head of Sponsoring -Europe Mastercard Paul Meulendijk Axel Lintermans Mastercard case presentation
		13:00- 14:00	Lunch
	Carat Crystal	14:00-18:00	Bruno Liesse Isabelle Driege Managing Director Carat Crystal The European Media Scene
Saturday 7 July	VECO Campus Room D	9:00- 13:00	Review session
		1400-1700	FINAL EXAM