

Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

KEY FACTS

| | |
|---|---------------------------|
| Module name | European Business Culture |
| Module code | BS2111 |
| School | Cass Business School |
| Department or equivalent | UG Programme |
| UK credits | 15 |
| ECTS | 7.5 |
| Level | 5 |
| Delivery location (partnership programmes only) | |

MODULE SUMMARY

Module outline and aims

European Business Culture is a Year 2 elective for Cass undergraduate programmes, (excluding BSc Banking & International Finance and BSc Actuarial Science).

It is designed for those who consider a business career across borders and cultures and wish to develop their understanding of business culture in the context of Europe and the European Union.

Please note that this course examines the subject of European Business from a cultural viewpoint. If you would like to explore European Business with the focus on economic mechanisms and employment, there is a parallel course that offers this perspective: [BS2105 European Studies](#).

It aims to:

Develop knowledge of European business culture from a social economic, business and political perspective.

Synthesize the most important information of the European culture and its importance to create and effectively do business with business people from across the EU.

Analyse the European Union culture from a business perspective using case studies and referring to current issues.

Content outline

- European Business Culture, its definition, historical background and concepts
- History of the European Union
- European Integration and its impact on Business culture(s)
- The EU: institutions, policies, business environment, values and ethics
- Monetary aspects of the EU (single-currency; eurozone debt crisis)
- The impact of globalisation
- Trade agreements and competition policy
- Intercultural issues in management
- Citizenship, free movement of people and freedom of establishment

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand the political institutions and social and economic mechanisms of the European Union and their impact on creating a specific business culture
- Identify the relevant components of the European business culture to successfully work and develop a business career across Europe

Skills:

- Develop analytical skills and the ability to research a particular field of study
- Extract and synthesise information from complex written and spoken sources
- Assess general and more specific information from short and authentic written sources (e.g. magazine/newspaper articles)
- Organise and present ideas related to the subject matter within a framework of a structured and reasoned argument in both written and oral format

Values and attitudes:

- Respect the views and work and social practices of others
- Appreciate the uniqueness of other cultures
- - Appreciate and understand the values and attitudes that have shaped Europe and the EU

HOW WILL I LEARN?

You will have one 2 hour session lecture per week as well as a 1 hour tutorial which will be organised by the module leader with you. The first part of the 2 hour session will be a lecture delivered by the module leader, in the second part you will work in groups. You will work on

case studies and present these in class. Independent research is expected as part of your homework. A self-test is available on Moodle from week 5.

Teaching pattern:

| Teaching component | Teaching type | Contact hours | Self-directed study hours | Placement hours | Total student learning hours |
|--------------------|---------------|---------------|---------------------------|-----------------|------------------------------|
| Lecture | Lecture | 20 | 120 | 0 | 150 |
| Tutorial | | 10 | | | |
| Totals | | 30 | 120 | 0 | 150 |

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

Coursework and exam.

Your coursework will consist of a group oral presentation with an individual written report which is to be submitted on Moodle.

The individual examination will require you to select and answer an essay question.

Assessment pattern:

| Assessment component | Assessment type | Weighting | Minimum qualifying mark | Pass/Fail? |
|----------------------|-----------------|-----------|-------------------------|------------|
| Coursework | Presentation | 30 | 0 | N/A |
| Exam – 2.25 hours | Written Exam | 70 | 0 | N/A |

Assessment criteria

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made.

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy.

You will receive written feedback on your CW presentation within 3 weeks.

More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

As reference

European Commission http://europa.eu/documentation/official-docs/index_en.htm

Last downloaded June 2010. A variety of documents related to the commission and the business world can be found on this site.

Reading list

D. Johnson, C. Turner (2006), European Business, Routledge, 2d edition

R. Crane (2000), European Business Cultures, Pearson education

M. M. Bosrock (2006), European business customs and manners, Meadowbrook press

Newspapers:

The FT

The Wall Street Journal

The Economist

Reports/presentations:

*We will use a variety of documents based on consultancy company reports to cover the topics relevant to European Business Culture. For example: Deloitte 2012, *The Eurozone Crisis What is Your Response?**

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For use from: 2019-20

Appendix: see <http://www.hesa.ac.uk/content/view/1805/296/> for the full list of JACS codes and descriptions

| CODES | | |
|--------------------|---|-----------------------|
| HESA Codes | Description | Price Group |
| 133 | Business and management studies | D |
| JACS Codes | Description | Percentage (%) |
| R930 | The study of other European societies and cultures. | 100 |
| HECOS Codes | Description | Percentage (%) |
| 101159 | The study of European societies, cultures, languages and literatures. | 100 |