

## GENERAL DATA

Program title	<b>MBA - International Business</b>
Course	<b>Doing Business in Europe</b>
Course ID	Year of study: 2018/2019
NAME OF LECTURERS:	Doc. Ing. Ludmila Štěrbová, CSc. (guarantor, lecturer) Ing. Jaroslav Halík, PhD., MBA (lecturer)

## COURSE DESCRIPTION

Doing Business in Europe helps students to develop the skills and provides the tools and frameworks necessary for effective managerial decisions in the specific region of Europe (namely Central Europe with an overlap to the Eastern Europe). The topics in this course concentrate on the European Union business and investment area, including regulatory business and investment policies, impact on their implementation, business and investment relations within the region including supply chains consideration and concrete cases. The course is based on knowledge acquired in the accomplished courses of the program and is provided in the end of it.

## LEARNING OUTCOMES

Upon completion of this subject, students are able to

- determine features and specificities of the Central and Eastern European markets, identify trends in economic development of the region and its individual countries
- implement the implications of the identifies trends into a business strategy; design such a strategy
- perform a rigorous comparative analysis of the business environment of the individual countries in the region from the perspective of the EU business, trade and investment regulation
- gathering information related to the doing business specifics from different relevant sources
- applying acquired knowledge in the field, especially, in preparation of business projects, market research, information search etc.
- decide on strategy while choosing Europe for business and investment activities
- lead the team accomplishing the chosen strategy and overtake responsibility for it

## REQUIRED READINGS

The relevant information can be found in the study package and consists of the courseware for this course. Additionally, there are articles and a recommended textbook for this subject.

- Hill Ch. (2015). International Business: Competing in the Global Marketplace. 10th ed. McGraw Hill.
- Brennan R., Canning L., McDowell R. (2014): Doing Business in Europe, SAGE Publication Ltd.

#### **DIDACTICS, TEACHING METHOD, EXAM PROCEDURE**

Course: 5 ECTS = 125 hours of study load (1 ECTS = 25 hours of study load)

Two intensive weekend blocks – 50 contact hours

Intensive teaching: lectures 30%, discussion 40 %, case studies presentations 30%

Assignments: pre-readings and readings 20%, case studies team analysis 30%, final project 50%