



A M B R O S E

**BUS 451 Global Business Practices
EU Travel Study
(3 credit hours)**

Spring 2010

Class Schedules

Time: April 24th to May 9th, 2010

Location: Travel study in Europe

Instructor Information

Instructor: Jeff Huebner, MBA

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Office hours: By appointment

Course Description

This 2-week travel study course to Europe focuses on economic and political integration in the European Union, allowing student to see first-hand how deeper integration and the forces of change are impacting businesses, member states and citizens across Europe. Topics include:

- History and development of the European Union
- EU political institutions
- Economic integration and the business environment in the single European market
- Monetary union and the Euro currency
- Trade and foreign policy
- Canada-EU relations
- Enlargement and expansion into Central and Eastern Europe.

Travel Study Itinerary

The trip is scheduled from Apr 24th to May 9th, 2010, and will include the following itinerary:

- London: visits to Canadian banks and global foreign exchange firms, tour of downtown London
- Brussels: tour of the European Parliament and EU Council, meeting with the Head of the Trade and Economic Policy Section of the Canada-EU Mission in Brussels, briefing on security issues at NATO headquarters

- Frankfurt: lecture at the European Central Bank (ECB) on the development of the Euro and ECB banking system
- Rheingau region: tour and overnight stay at a small family-owned and operated hotel and restaurant business in the village of Oestrich-Winkel, day-cruise along the UNESCO World Heritage section of the Upper Middle Rhine River to view historical towns and castles, attend a local church and tour of Kloster Eberbach Monastery
- Leipzig: tour of a BMW auto manufacturing plant
- Dresden: tour of historical old city centre
- Prague: lecture at the CERGE Institute of economics, walking tour of the historical old city centre, classical music concert at St. George's Basilica in Prague Castle, attend a Czech Division I league AC Sparta Praha soccer match
- Warsaw: lectures on international banking and business in Central and Eastern Europe at the Warsaw University of Technology Business School, visit to leading Polish consumer products firms, walking tour of the historic old town, tour of the Warsaw Ghetto Uprising Museum, meeting with C&MA global mission workers in Poland

Prerequisite: BUS360 or BUS 471, or permission of department

Course Objectives and Learning Outcomes

The aim of this course is to have students develop practical understandings of regional economic integration and European business within the context of the European Union. Specifically, the course aims to achieve the following learning outcomes by having students:

- Understand the history and development of the European Union, including how various institutions and policies have shaped the EU and the European business environment
- Develop a conceptual and critical understanding of the economic and political integration process taking place in Europe, including the competing forces of deeper versus wider integration
- Analyze various influences at the national, regional and global level and discuss some of the strategic and competitive challenges facing European business and Canadian businesses operating in the EU
- Gain an appreciation for the similarities and differences in cultural and social aspects between various European countries, and the EU as a whole compared with Canada and North America
- Develop an understanding of the complex relationships between Canada and the EU as a major trading partner and source of foreign direct investment
- Compare and contrast the similarities and differences between older and newer members states in Western and Eastern Europe, including future expansion of the EU
- Improve skills in research, writing and presenting ideas both formally and informally

Required Text & Materials

Textbook (available in the bookstore or online):

Bomberg, E., and Stubb, A., *The European Union: How Does it Work?*, 2nd edition. Oxford, 2008.

Online resources:

- <http://europa.eu> – Official gateway to the European Union
- <http://www.civitas.org.uk/eufacts/index.php> – Comprehensive student resource and teaching aide on the European Union.
- <http://eubusiness.com> – Business news from the EU

Supplemental Reading:

Johnson, D., and Turner, C., *European Business*, 2nd edition. Routledge, 2006.

Dinan, D. *Ever closer union: An introduction to European integration*, 3rd edition. Lynne Rienner, 2006

McCormick, J. *Understanding the European Union: A concise introduction*, 4th edition. Palgrave Macmillan, 2008.

Pinder, John. *The European Union: A Very Short Introduction*. Oxford University Press, 2001.

News publications:

- The Economist
- European Business Forum
- Financial Times

Academic journals:

- Journal of Common Market Studies
- Journal of European Public Policy
- European Management Journal
- Journal of International Business Studies
- Harvard Business Review
- European Journal of Marketing
- Journal of Management Studies
- Journal of Public Policy
- Journal of World Business
- International Affairs
- International Business Review
- Regional Studies

Course Requirements

Course grading and evaluation will be conducted according to the following elements:

Pre-trip readings and take-home exam questions*	30%
Hand-in assignments:	
Personal Learning Journal	30%
Research paper	40%

* Note: Students who have taken *BUS471 Business in the European Union* for credit during the winter term immediately prior to the travel study trip may be exempted from some of the pre-trip readings and take-home exam questions. In these cases, course weightings will be adjusted to 40% and 60% for the personal learning journal and research paper respectively.

Pre-trip Readings and Take-home Exam Questions:

Prior to the travel study, students will be required to read selected chapters (#2-4, 6, 9-10) from the course text and answer a set of take-home exam questions relating to economic and political aspects of the European Union. Further details will be provided prior to the trip departure date in April. Graded take-home exam questions will only be made available for supervised review following the trip, at the request of the student.

Take-home exam due date: Thursday, April 22nd, 2010

Personal Learning Journal:

Each student will be required to hand-in a learning journal that describes and analyzes their personal experiences and aspects of learning throughout the trip. This will include such areas as:

- Business, economic and political insights gained from the various tour visits and lectures
- Aspects of social and cultural learning from each of the countries visited
- Personal observations and insights about yourself gained from travelling in a cross-cultural setting and living temporarily in a new group-based environment.

Students are encouraged to bring along a journal and make notes on their experiences throughout the trip to facilitate this assignment. Journals should be brief (4-5 pages in length) and can be typed or hand-written.

In addition to written journals, there will also be opportunities throughout the trip for group discussion and evaluation of learning experiences.

Learning Journal due date: Monday, May 31st, 2010

Research Paper:

Following the trip, students will be required to develop and write a research paper (approximately 7-10 pages in length: 12 point font, 1½ line spacing) on a topic of their choice that relates to an area of business and the European Union. All topics must be approved by the instructor. The paper will provide an overview and background to the topic, an in-depth discussion of developments and issues pertaining to the topic including its importance within the EU context, what impact the topic is having on key stakeholders (e.g., member states, EU institutions, citizens, businesses or organizations) at various different levels (e.g., national, regional, pan-EU, global), analysis and application to principles presented in the trip activities and readings, and future direction or outlook for the topic. Students are encouraged to select a topic of particular personal or career interest to them.

Research paper due date: Monday, June 28th, 2010

Trip Participation & Code of Conduct:

Students are expected to participate in all aspects of the trip including group visits, lectures and discussions, and attend all events outlined in the trip itinerary. Failure to participate in one or more of the outlined activities may result in deductions to the overall course grade at the instructor's discretion. In addition, if any student engages in personal behaviour that is deemed to be detrimental to the group or contrary to code of conduct expectations, academic penalties may be applied including receiving a failed course grade.

Grading

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	
80% to 84%	B+	Good
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	Satisfactory
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name, ID number and contact email address.

Important Dates for Registration, Withdrawal, and Course Auditing

March 1st, 2010, is the last day to withdraw from the course without incurring a financial penalty in terms of travel-related deposit payments

April 24th, 2010, is the last day to withdraw from the course without incurring a financial penalty in terms of tuition refund (note: this does not apply to travel-related deposit amounts, which are non-refundable after March 1st as stated above).

May 4th, 2010, is the last day to voluntarily withdraw from the course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

Use of Electronic Devices

The use of personal electronic devices by students during a travel study trip is purely at the discretion of the instructor. Typically, laptop or notebook computers may be utilized for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for students during the trip, or is used for activities that are not course-related (i.e. browsing the Internet, emailing, playing videos, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to that student's class participation grade. The use of cell phones, PDAs, music players, headphones or any other personal entertainment devices will not be allowed during official trip tours and lectures. Audio or video recording of trip lectures is strictly prohibited without the prior expressed consent of the instructor.

Important Notes

It is the responsibility of all students to become familiar with and adhere to academic policies of as are stated in the Student Handbook and Academic Calendar.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension." Alternative times for final examinations cannot be scheduled without prior approval. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Ambrose is committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean.