

**BUAD 681**

**Doing Business in Europe**

**Spring 2022**

**Course Syllabus**

**Instructor:**

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**Course Introduction:**

Germany is about the size of California with twice its population. Despite its relatively small size, Germany is home to some of the largest and most innovative companies, such as Siemens, BMW, Audi, VW, Mercedes, Bayer, BASF, Adidas and many more. While these companies have many interesting attributes, they are mostly located in metropolitan areas that students are already familiar with, and they are organized like most other multinational companies.

On this trip, students will travel off the beaten path and experience rural Germany, and the businesses that make up Germany’s vibrant middle class. This 3-credit-hour MBA course is designed to provide a high-level survey of Germany’s economic, social/cultural and geo-political drivers. During this course, students are expected to learn aspects of the rural German culture and business practices. A key focus of the course is for students to develop an understanding and awareness about the many opportunities and challenges faced by rural businesses currently working with/in Germany. As part of the course requirements, students are expected to apply the theoretical frameworks learned throughout the MBA program and propose a viable investment opportunity in rural Germany at the end of the course.

**Course Learning Objectives:**

* Understand the cultural, economic, political and business environment in Germany, and be able to define the many differences between rural Germany and the rural U.S
* Identify important issues associated with global business environment related to Germany
* Achieve a working knowledge of local business practices through direct interaction with local managers and government officials
* Explore the value of different economic models as benchmarks for global business practices
* Develop greater appreciation of the many differences as well as similarities among people living in other parts of the world, to gain better understanding of our role as a global citizen and ways we can live our personal and professional life that promote greater respect for each other.

**Course Components:**

1. Pre-assignment – prior to departure, students are required to:
   1. attend pre-trip lecture
   2. work in groups and complete a Country Profile Report on Germany.
2. Study Trip – participate fully in the 10-day study trip to Germany.
   1. Institution/Government Meetings: This feature of the program is designed to introduce students to the region through direct interaction. During meetings with business leaders and managers, students will observe how they run their companies, how market forces influence their decisions, and what they perceive as current and future challenges and opportunities.
   2. Cultural Events/Site Visits: Throughout the immersion experience, students will have opportunities to learn about culture and its influence on society. These might take the form of planned group events such as a city tour or an excursion to a significant historical area.
3. Post-assignments
   1. Investment Opportunity Analysis

In January 1984, Sweden introduced a 0.5% tax on the purchase or sale of an equity security. Hence, a round trip (purchase and sale) transaction resulted in a 1% tax. Unsurprisingly, by 1990, more than 50% of all Swedish trading had moved to London. Foreign investors reacted to the tax by moving their trading offshore while domestic investors reacted by reducing the number of their equity trades. Consequently, in 1991 the rates were abolished completely. Assume Sweden learned nothing from this experience and is planning to introduce another transaction tax in 2022. Prepare a report for an investor that convinces him/her to invest in rural Germany. Consider economic, political, as well as social factors.

* 1. Reflective Journal

Write an in-depth reflective journal (minimum 3 pages, double-spaced) about your personal experience and reflections on how the course has changed your perceptions about rural Germany, rural U.S., the world, or yourself as a global citizen.

**Important Dates**

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| --- | --- |
| February 5th: 10 - 12 | Class meeting – course overview; Assignments of topics  1) Education and Apprenticeship  2) Social and Political History  3) Industries and Bilateral Relations  4) Life in rural Germany and Austria |
| March 1st: 6pm – 8pm | Class meeting – students present Country Profile Reports |
| March 4th – March 13th | Study Trip to Germany and Austria |
| TBA | Class meeting – students present Investment Opportunity Analysis |
| April 1st | Submit Reflective Journal (via email to Dr. Thomas Lebesmuehlbacher  lebesmuehlbachert@xavier.edu) |

**Grading and Performance Evaluation**

Students will be evaluated on how well the course objectives are met as evidenced by the following components:

Participation and professionalism 20%

Reflective Journal (independent work) 10%

Country Profile Report (group work) 30%

Investment Opportunity Analysis (group work) 40%

Final grades are reported as follows:

93 - 100% A Exceptionally high achievement

90 – 92.9% A- Very high achievement

87 - 89.9% B+ High achievement

83 – 86.9% B Very good achievement

80 – 82.9% B- Good achievement, the minimum expected

70 – 79.9% C Average achievement

Below 70% F Failed

**‘No Late Work’ Policy**

Late assignments will not be accepted and will receive a grade of zero.

**Faculty Expectations**

Grades on participation and professionalism will be assigned based upon each student’s participation level throughout the entire trip. Students are expected to be punctual for all group activities, and to conduct in a professional manner in all business visits. Active participation in the discussion sessions are expected during all business visits and de-briefing sessions. Please prepare at least one question for the Q&A session for each of the institution visits.

Furthermore, the rules set by Xavier University and the MBA Office on international trips will be strictly enforced. Students are expected to conduct appropriately and respectfully, and will abide by the rules set forth by the instructors and the MBA Office. Any student who engages in disrespectful, hostile, or violent behavior that threatens him/herself, another person, or the program, will be subject to immediate disciplinary action and may be dismissed from the trip. The student will be sent home at his/her own expense, with no refund of any part of the program fees.

**Academic Integrity**

Our general policy for this class is that when preparing reports and assignments students should not benefit from anyone who has already participated in a faculty-lead discussion of the same material, at Xavier or at another school. Students should turn in freshly produced work which had not been used in any academic setting. Cheating will result in a F grade.

\*\*\* The instructors reserve the right to make changes to the syllabus.