

Valid from 2025.FS

Module description: Doing Business in Europe			
Module Code	w.BA.XX.2DBusE.XX		
ECTS Credits	3		
Language of Instruction/Examination	English		
Module Description	The module deals with issues that companies are facing when doing business in Europe. Frameworks and methods will be presented that help managers in assessing the attractiveness of foreign markets and designing an appropriate market entry strategy, as well as a marketing strategy for European markets. Furthermore, strategies are analyzed from a foreign and local company perspective. Attention is also given to the design of organizational structures for business and the management of activities related to Europe. The module builds on the models and knowledge of earlier international business and management courses.		
Organizational Unit	AIB Leitung		
Module Coordinator	Siyana Gurova		
Deputy Module Coordinator	Dominique Ursprung		
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Marketing • Business Administration - Specialization in Risk and Insurance • Business Information Technology - Specialization in Business Information Systems • Business Information Technology - Specialization in Data Science • International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type Compulsory Elective</td> <td style="width: 40%;">Program Phase Main Study Period</td> </tr> </table>	Module Type Compulsory Elective	Program Phase Main Study Period
Module Type Compulsory Elective	Program Phase Main Study Period		
Prerequisite Knowledge	none		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 		

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Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • Knowledge and Understanding • Explain socio/cultural, political/legal, economic, environmental/technological factors which affect decision making in context of Europe • Explain the role of business in a different country or region • Identify key issues, similarities, and differences relevant to management practices in a country or region Application of Knowledge and Understanding • Structure complex management processes in the context of European markets • Structure decisions related to the choice of the appropriate market and entry strategy in Eastern Europe Ability to Make Judgments • Evaluate the characteristics of economies and markets in the European region. • Evaluate the motivation and strategic considerations which guide the expansion of foreign companies to the European region and the way in which MNCs manage and organize their operations in Europe • Evaluate motivation Communication Skills • Communicate in writing, e.g., present and support arguments supported by evidence Self-Learning Skills • Develop the capability to work independently and be responsible for their own learning by setting learning goals and monitoring their progress 		
Module Content	<ul style="list-style-type: none"> • Doing business in the economies of European markets • The geography and political structure of Europe • Selected markets (geographical and by sector) • Entry methods in European markets • Marketing strategies for Europe • Managing and organizing activities / leadership styles in Eastern Europe • Political risks 		
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.2IntBus.XX • w.BA.XX.1IBM-IM.XX • w.BA.XX.1SMGT-IM.XX • w.BA.XX.1IBus.XX 		
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Videos • Teaching Materials 		
Methods of Instruction	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Problem-Oriented Teaching • Lecture • Project Work • Exercises • Case Studies </td> <td style="vertical-align: top; border-left: 1px solid black; padding-left: 10px;"> <p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group Work </td> </tr> </table>	<ul style="list-style-type: none"> • Problem-Oriented Teaching • Lecture • Project Work • Exercises • Case Studies 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group Work
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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	28 h	-		
	Small Class	-	-		
	Group Instruction	-	12 h		
	Practical Work	-	-		
	Seminar	-	-		
	Total	28 h	12 h	50 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Pass/Fail	Einzelarbeit	0	0.00
	Written Assignment	Grade	Gruppenarbeit	0	60.00
	Talk/oral presentation	Grade	Gruppenarbeit	8	40.00
Classroom Attendance Requirement	Other Students are expected to participate actively in all in-class (online) teaching sessions. Moodle tests will be used to monitor regular attendance at online sessions.				
Compulsory Reading	<ul style="list-style-type: none"> Guay, T. (2014). The Business Environment of Europe. Firms, Governments, and Institutions. Cambridge Uni. Press. ISBN 978-0-521-87247-8. 				
Recommended Reading					
Comments	The pass/fail assignments during the semester consist of a multiple-choice test on Moodle. Students failing the test will be given the opportunity to pass the module by taking a 15-minute oral exam.				