

Minnesota State University Moorhead

BUS 346: Doing Business in Europe

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students in this course will travel to one or several selected European countries for a first-hand experience of the local culture, business environment, financial system and the challenges and opportunities each of these bring to conducting business with the country/ies. The course consists of 6-8 in-class sessions and a multi-week trip to the selected European country/ies. During the trip, students will visit a variety of businesses and financial and government institutions, as well as historic and cultural sites. The course is intended to be an experiential learning and fully immersive experience to the local business and cultural environment. Course may be repeated twice for credit.

B. COURSE EFFECTIVE DATES: 02/02/2019 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Students will have analyzed the differences in politics, culture and the business environment between the selected European country/ies and the United States, and how each of these can affect business and marketing strategies.
2. Students will have evaluated firsthand the aspects of the business environment and financial system of the selected European country/ies.
3. Students will have acquired an understanding of the challenges and opportunities of doing business in the selected European country/ies.
4. Students will have developed an awareness of and analyzed current international business issues and the implications for the selected European country/ies and the European Union in general.
5. Students will have improved interpersonal skills with individuals from another culture.
6. Students will have applied their experience with international travel as a means to promote confidence, efficiency and effectiveness.
7. Students will have analyzed and evaluated the environmental and cultural diversity that exists in the selected European country/ies and the European Union.
8. Students will have evaluated ethical issues related to doing business in the selected European country/ies.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted