SYLLABUS
GRADUATE SCHOOL OF MANAGEMENT
EXBU/INBU 6951: STUDY IN INTERNATIONAL BUSINESS – STRASBOURG, FRANCE WITH DAY TRIPS TO GERMANY & SWITZERLAND
Summer 2013

INSTRUCTOR & PROGRAM DIRECTOR:
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Associate Professor
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PROGRAM OBJECTIVES
- To examine and integrate the effects of social, political, technological, religious, and economic thought on European Union's business environment.
- To understand the financial, banking, and the sovereign debt crisis (SDC) in the Eurozone countries, particularly those in countries with severe SDC problems.
- To understand and experience the discussions of the European Union and European Community.
- To understand how business cultures in Europe differ from the United States and expose students to European thinking and way of life.
- To critically evaluate and appreciate the different business philosophies of European companies.

PROGRAM DATES:
- May 4, 2013; 12:45 – 2:45 pm Organizational meeting
- May 18, 2013; 3 – 5 pm Panel of Past Students, Lecture on European Union
- June 15, 2013; 12:45 – 5 pm Pre-departure presentations
- July 27, 2013; 12:45 – 5 pm Project presentations

TRAVEL DATES:
- Friday July 5 to Sunday July 14, 2013 – Travel Program

SPECIAL NEEDS:
Please inform me during the first week of class if you have any conditions that may limit or affect your ability to participate in this course so that we can make necessary arrangements. You may also contact the Office of Student Educational Services (OSES), in AMU 317 (8-3270) for more information (see also: http://www.marquette.edu/oses/).

EMERGENCY PLAN:
Every Marquette University campus building has emergency shelter and evacuation plans. Please familiarize yourself with the plans of each building in which you take classes or attend meetings.
Make sure to note the routes to the lowest level of the buildings for shelter during inclement weather, as well as exits from the buildings in the event of fire or other emergency.

**READING MATERIAL**

- All required reading material is placed on D2L

  **Topic 1: EU and its Institutions**
  - The European Union (EU_PPT)
  - How the EU Works (EU)

  **Topic 2: History, Cultures and Languages of the EU**
  - Cultural Diversity & HRM in EU (DIVERSITY)
  - Cultural Aspects of European Identity (IDENTITY)

  **Topic 3: European Central Bank/EU Monetary Policy**
  - EU Central Bank (ECB)
  - Economic Monetary Union and the Euro (EURO)

  **Topic 4: Sovereign Debt Crisis**
  - Alternative Strategies for Resolving the European Debt Crisis (STRATS)
  - The Eurozone Debt Crisis and the U.S. (EDC&US)
  - The Stability & Growth Pact (S&GP)
  - European Sovereign Debt Crisis (ESDC_PPT)

  **Topic 5: Employment, Training & Labor Market in the EU**
  - Employment & Social Developments in Europe 2012 (EMPLOY)
  - Labor Market Development in EU 2012 (LABOR)

  **Topic 6: External Trade and Foreign Policy**
  - The EU in the world: The Foreign policy of the EU (POLICY)
  - Making globalization work for everyone (GLOBAL)

- Handout materials from the program site coordinators and speakers.

**GRADING**

Grading in this course is based on the following scale:

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<thead>
<tr>
<th>Score</th>
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<tbody>
<tr>
<td>94.0% and above</td>
<td>A</td>
<td>76.0%-79.9%</td>
<td>BC</td>
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<tr>
<td>88.0%-93.9%</td>
<td>AB</td>
<td>70.0%-75.9%</td>
<td>C</td>
</tr>
<tr>
<td>80.0%-87.9%</td>
<td>B</td>
<td>69.9% and below</td>
<td>F</td>
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Grading components and their associated weights:

<table>
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<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>1) Pre-departure presentations on selected topics (Group Project)</td>
<td>10%</td>
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<tr>
<td>2) Field Studies and presentations (Group Project)</td>
<td>10%</td>
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<tr>
<td>3) Critical Reviews of EU Literature (Individual)</td>
<td>30%</td>
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<tr>
<td>4) Project presentations (Group Project)</td>
<td>10%</td>
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<tr>
<td>5) Written term projects (Group Project)</td>
<td>25%</td>
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IMPORTANT NOTE ON SUBMISSION OF WORK:

- All of your individual and group submissions should be done through D2L “Dropbox.” The only exception is the “Field Study” write-up (or notes) which can be either in handwritten format or submitted on D2L (based on your preference). Individual submissions should appear under your own name while group submissions should appear in the “Teams” area and done by your designated team member.
- Due dates for deliverables are provided on the last page of this syllabus titled “SCHEDULE OF DELIVERABLES AND DUE DATES.” We refer to this page as “SCHEDULE” in the remainder of this syllabus.
- *Please note:* Late work would be accepted (often with penalty) or rejected at the instructor’s discretion.

DESCRIPTIONS OF THE COMPONENTS OF GRADE:

Pre-Departure Presentations (10%):

During the first class session, we will discuss the study program and course expectations in some detail. By due date (see SCHEDULE), student groups will select TWO relevant topics from the suggested list below (or based on mutual agreement between the student group and the instructor), *and submit via D2L (under Teams) along with a brief description of each.* I will inform the teams about their approved topics a day later. Each group will investigate the selected topic and make an oral presentation to the class on due date (see SCHEDULE). Prior to the presentation session (see SCHEDULE), a four-page write-up and corresponding presentation material will be submitted via D2L.

Suggested Pre-departure Mini-Projects

- Services/Healthcare/Insurance/Banking
- Manufacturing/Value Chain/Supply Chain/Logistics
- Economy/Finance/Monetary System(s)
- Government/Politics/Legal Environment
- Marketing/Competitive Environment
- Mass Media/Broadcasting/Telecommunications/Electronic Commerce/WWW
- Other topics as agreed upon with instructor

Below are the details of this “mini-project”

- The presentation is “formal”
- The maximum length of the presentation is 20 minutes per group followed by a maximum of 5 minutes Q/A
- Not all team members are expected to present, however, it is recommended that more than one person participate in the presentation. *Two presenters would be optimal.* One day prior to the day of presentation, your team representative will indicate (by an e-mail to me) if one or two members would present (I suggest that the team representative copy all team members on that e-mail). Then, I would select the presenting member(s) and inform the team by using “Reply All.”
- *Submit via D2L,* your topic and short synopsis (see SCHEDULE)
- *Submit via D2L* (see SCHEDULE):
1. A brief (up to 2 pages) description of your project
2. Corresponding presentation material (e.g., ppt file)

Field Studies (10%):
The program itinerary will include an allocated time for the student (groups) to investigate a topic of their choice. The best way to approach this exercise is to draw comparisons between the U.S. and Europe (the EU, France, etc.) regarding the selected topic.

By the due date (see SCHEDULE), student groups will select TWO relevant topics from the suggested list below (or based on mutual agreement between the student group and the instructor) and submit via D2L (under Teams) along with a brief description of each. I will inform the teams about their approved topics a day later. While we are in Europe, each group will investigate the selected topic and on Saturday before our return, the student groups will present the selected topic to the class. After the presentations, the students will submit hand-written notes gathered during field studies or submit a summary of their presentation on D2L as soon as we return to hotel.

Some topics for the “On-Site Investigation”
- Housing: Rental Options & Prices, Owning
- Prices: Household Good, Groceries, Cosmetics, Etc.
- Entertainment: Options & Prices
- Employment: Pay & Job Market
- Education: System & Its Assessment
- Cost of Living: Overall Routine Costs, Cost of Borrowing, Mortgage & Financing
- Other topics as agreed upon with instructor

Below are the details of this “mini-project”
- The presentation is “informal”
- The maximum length of the presentation is 15 minutes per group followed by a maximum of 5 minutes Q/A
- Not all team members are expected to present, however, it is recommended that more than one person participate in the presentation. Each team decides how many and who would make the teams field study.
- After the presentations, the students will submit hand-written notes gathered during field studies or submit a summary on D2L as soon as we return to hotel.

Critical Review of the EU Literature (30%):
This exercise involves two parts:
1. Investigation and submission (via D2L) of critical reviews of six EU related topics (see SCHEDULE) prior to our departure. Please provide bibliographic references for all outside material used in each critical review. Please do not reference the required reading material (If you use the required reading material, please paraphrase but do not quote and do not reference in the review.)

Preliminary material related to each of the six topics is provided on D2L. Please consider this material as the starting point for your “critical review” of each given topic. The
purpose of these critical reviews is to allow the student to conduct his/her own investigation of the given topic. It is okay to use Internet sources as your reference(s) however, please make sure that what you find is from reliable and reputable sources. At times you will need to cross-check the facts by using multiple sources. Although it is acceptable to use only the material provided for minimum passing score, those reviews that have utilized additional resources would be evaluated at a higher level.

2. A re-evaluation of your own critical reviews at the end of the program. The purpose of this part of the exercise is to allow you to reflect upon your initial understandings of the given topics and modifying your position based on the material and information you received during the travel program. This re-evaluation would ideally reference the individuals and materials that you came in contact with during the travel program. Note: It is not expected that six different files would be submitted. One file of approximately 6 pages, with 6 parts of approximately 1 page (for each of the topics), would suffice.

The list of topics and due dates are given in the SCHEDULE at the end of this syllabus. For this group of assignments, please refer to the “guide,” on the next to the last page of this syllabus (the page before SCHEDULE.

Project Presentations (10%):

Before leaving Strasbourg, at the end of the trip, the student teams will select a relevant topic with the instructor's approval on which to prepare their term papers. During our last class session at Marquette, the teams will present their selected topics.

Below are the details of this presentation

✓ The presentation is “formal”
✓ The strict maximum length of the presentation is 25 minutes per group followed by a maximum of 5 minutes Q/A
✓ Up to three team members are expected to present. Two presenters would be optimal.
   One day prior to the day of presentation, your team representative will indicate (by an e-mail to me) if one, two, or three members would present (I suggest that the team representative copy all team members on that e-mail). Then, I would select the presenting member(s) and inform the team by using “Reply All.”
✓ By due date (see SCHEDULE), get your project approved
✓ By due date (see SCHEDULE), submit via D2L your Presentation material (e.g., ppt file)

Term Paper (25%):
The due date for the term project is given on SCHEDULE. The Term project is a formal document. The suggested length of the paper is 20-25 pages (double-spaced) excluding attachments. Each team will submit a joint project report. Here are the rules:

✓ The term paper is a formal document
✓ The body of the paper must be typed (12 point font), double spaced, with one-inch margins
✓ Any supporting documents, statistics, or material not directly related to flow of the
discussion should be placed in appendices

✓ The Vancouver style must be observed for bibliographic references
✓ The paper must be well-edited and well calibrated. The assumption will be that five or more sets of eyes (and brains) have critically examined the material
✓ Please limit the number of “Internet link” citations to 5 (reputable links). The rest of your bibliography should include published, scholarly articles, books, etc.
✓ Spelling, stylistic issues, grammar, etc. will be used among the criteria for evaluation

**VERY IMPORTANT!**

For all your individual or group reports and papers, please observe the rules of conducting and reporting research work:

- **Integrity and ethics of doing research** (i.e., appropriate attribution of work by others through diligent referencing), truthfulness in reporting any statistics, composing an integrated piece of work from referenced work as well as your own thoughts, etc.).
- **Applying a uniform style of report writing** (i.e., references should follow a uniform pattern such as the Vancouver style, all referenced work must appear in detail in the bibliography, etc.).
- **A logical flow** (e.g., Abstract, introduction, discussion, analysis, summary, conclusions, bibliography)

Participation/Citizenship (15%):
The value of the program for all students will be enhanced through participation; therefore, active involvement with the program is expected of everyone. In order to emphasize the importance of participation, I will gather notes on each student's participation during the program. These notes will form the primary basis for the grade for participation. The evaluation will include participation in classroom discussions and site visits, as well as an overall assessment of the student's active involvement and “citizenship,” including “attendance.”

**An Important Note on Attendance:**
Please consider attendance in all parts of this program (e.g., classroom sessions, pre-program lectures, trips, panels, guest lecture sessions as well as cultural activities and excursions), as **mandatory**. Before or after the travel portion of the program, if you must miss a session, please discuss the situation with me before the session. Certain sessions are considered pivotal (e.g., the sessions when you or your group will be presenting **even if your group members agree to carry your part**). For such sessions, even a well-justified absence may bear a penalty of up to 10% of the total score. For the other sessions, I would assess your case and decide whether a penalty is warranted.

Keeping with the history and tradition of this 16-year-old program, during the travel portion, absence from any one trip, session, lecture, etc. may result in one “half-grade” penalty (i.e., from A to AB, from AB to B, etc.). Absence from any two trips, sessions, lectures, etc. **even on the same day** may automatically result in forfeiture of class credit, tuition, fees, etc. (Should the student be “disqualified,” he/she will be required to leave the program and his/her accommodation will be cancelled. The student will be expected to return to the U.S. at his/her own expense!)
In all cases, **documented extreme** emergencies would be addressed on a case-by-case basis. For this program, “work schedule” or “personal situations,” don’t normally qualify as acceptable justification for missing class.

**DEPARTURE FOR FRANKFURT**
Below is the Group itinerary:

<table>
<thead>
<tr>
<th>Date</th>
<th>Depart</th>
<th>Arrive</th>
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<tbody>
<tr>
<td>7/5/2013</td>
<td>Lufthansa LH 433 Chicago O’Hare 10:15pm</td>
<td>Frankfurt, Germany 1:30pm on 7/6/2013</td>
</tr>
<tr>
<td>7/14/2013</td>
<td>Lufthansa LH 432 Frankfurt, Germany 5:30pm</td>
<td>Chicago 7:25pm on 7/14/13 (same day)</td>
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</tbody>
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We will depart as a group from Chicago O'Hare on Friday July 5, 2013. There will be a chartered bus leaving from Marquette (16th Street, between Wisconsin and Wells), at 5:20pm on July 5, 2013. We will make stops in Racine and Kenosha, if needed. We will check in at Lufthansa Airlines (Terminal 1) at Chicago O'Hare Airport by about 7:15pm. At the latest, we will meet at the gate by 9:15pm. Be sure to bring your passport.

There will be a chartered bus from O'Hare to Milwaukee with stops in Kenosha and Racine, if needed, on Sunday July 14, 2013. Students departing or returning on other days will be responsible for their own transportation at their own cost to and from O'Hare.

**STRASBOURG PROGRAM SCHEDULE**
The final program will be distributed in Strasbourg upon our arrival.

**Guide: The Critical Review of Topics:**

1. The due date for Critical Reviews is by midnight of the dates indicated on the SCHEDULE.
2. The papers should be double-spaced with one-inch margins and font size of 12.
3. You should use the “numbering” referencing style (known as Vancouver Referencing Style), where the quotes in the body of your paper appear as follows:

   “……………”*(1)* ; “……………”*(2)* ; etc.

   The bibliography of your references, then, appears at the end (not as footnotes) with a number for each reference:

   (1) Author, “title of the article,” source (journal, web address, etc.), date (year, month, volume, etc., page(s).

   (2) &lt;The second source info.&gt;

4. VERY IMPORTANT! Don’t provide reference (number or in the bibliography) for the assigned reading articles. But in the body of the paper, reference this kind of material with the acronym for the reading assignment. So, if you are using a quote verbatim from, say, DIVERSITY, then, it will look like:
“…………………” (DIVERSITY).

If you have paraphrased from ECB, then, after the sentence or paragraph (without “….”), you put (IMF).

5. In evaluating your Critical Reviews, I look for:
   a. Three-page length. (Do not go over 3 pages of text please (the references could be a part of 3 pages or could appear on the 4th page.)
   b. At least two or three outside references.
   c. About 2+ pages of summary discussion of the topic and about ½ + page of your own evaluation or interpretation of the topic.
   d. On D2L there are three Sample Critical Reviews of a different subject. You should quickly look at these as your guide.

This is an individual assignment. You may discuss the topic with your classmates, but the work must be your own individual work.
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<tr>
<th>Due</th>
<th>Responsible</th>
<th>Description</th>
<th>Readings</th>
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<tbody>
<tr>
<td>5/17</td>
<td>Individual</td>
<td>Critical Review Topic 1: EU and its Institutions (3 pages; 3 pts.)</td>
<td>EU_PPT; EU</td>
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<td></td>
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<td>Critical Review Topic 2: History, Cultures and Languages of the EU (3 pages; 3 pts.)</td>
<td>DIVERSITY; IDENTITY</td>
</tr>
<tr>
<td>6/2</td>
<td>Individual</td>
<td>Critical Review Topic 3: European Central Bank/ EU Monetary Policy (3 pages; 3 pts.)</td>
<td>ECB; EURO</td>
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<tr>
<td></td>
<td></td>
<td>Critical Review Topic 4: Sovereign Debt Crisis (3 pages; 3 pts.)</td>
<td>STRATS; EDC&amp;US; S&amp;GP; ESDC_PPT</td>
</tr>
<tr>
<td>6/9</td>
<td>Individual</td>
<td>Critical Review Topic 5: Employment, Training &amp; Labor Market (3 pages; 3 pts.)</td>
<td>EMPLOY (pp.11-32 ONLY); LABOR (pp.1-5; 1.1&amp;1.6; 2.1&amp;2.7; 3.1&amp;3.6; pp.55-57 ONLY)</td>
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<td></td>
<td></td>
<td>Critical Review Topic 6: External Trade and Foreign Policy (3 pages; 3 pts.)</td>
<td>POLICY; GLOBAL</td>
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<tr>
<td>6/14</td>
<td>Group</td>
<td>➢ Pre-departure project summary (2 pages)</td>
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<td></td>
<td>➢ Pre-departure presentation material</td>
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<tr>
<td>6/15</td>
<td>Group</td>
<td>Pre-departure Presentations</td>
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<tr>
<td>7/13</td>
<td>Group</td>
<td>➢ Field study notes</td>
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<td>➢ Field study presentations (no ppt allowed)</td>
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<td>➢ Term project topic approvals</td>
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<td>7/19</td>
<td>Group</td>
<td>Term project topic &amp; sub-topics brief descriptions</td>
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<tr>
<td>7/21</td>
<td>Individual</td>
<td>Re-evaluation of Topics 1 thru 6: A Critical Review of Your Critical Reviews (6 pages; 12 pts.)</td>
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<tr>
<td>7/26</td>
<td>Group</td>
<td>Term project presentation material on D2L</td>
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<tr>
<td>7/27</td>
<td>Group</td>
<td>➢ Written Term Projects</td>
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<td></td>
<td></td>
<td>➢ Term Project Presentations</td>
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