

Business in Europe MAN 4662 SPAIN 2008

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Doing Business in Emerging Europe, Lhabitant, Zoubir and Zoubir, December 2002, Palgrave Macmillan, ISBN 0333993012.

Europe Recast: A History of European Union, by Desmond Dinan, October 2003, Lynne Rienner Publishing, Inc., ISBN 1588262308.

Europe offers the most complete historical and statistical information available for the understanding of market exchange, the cultural and social factors to develop that exchange, and the creation of professional expertise in the common elements of modern capitalism. Europe as we know it today made trade and exchange the fundamental factors in modern business. From Roman highways to double entry bookkeeping, to insurance and investment houses, Europe has been at the forefront of business development for centuries.

Why does Europe, of all continents, still rival successfully the GDP of the US (10 trillion), China (6 trillion), Japan (3.5 trillion), and India (2.7 trillion)? In fact, after many hundreds of wars, the EU, with many countries, cultures, and languages, is an economic bloc as large as the US, and very close to the combined GDP of China, Japan, and India. What factors make the EU the largest economic union of its kind?

In this course, we investigate and show how a unique combination of cultures and environments, despite great social and military conflicts, is now a business rival to the top four world economies.

Evaluations will be based on two examinations and a critical paper of ten pages. The examinations will contain multiple-choice and short essay questions. For the paper, students should argue for or against some policy or practice of the EU. The topic must be approved by the professor and may be socio-cultural, political, or economic in nature. Each student will present their paper to the class for discussion.

All students are expected to maintain the highest standards of ethical behavior. We follow the University's Code on Academic Integrity. Separate in-class discussion will be conducted to reinforce and discuss ethics. Issues regarding sexual harassment should be addressed to the professor. Any questions regarding what constitutes ethical behavior can be answered by consulting the FIU student handbook or the professor. Every effort will be made to accommodate disabled students. I will follow University guidelines regarding religious holidays. The syllabus may be modified as needed.

Course Objectives:

1. Understand the key developments of capitalism in Europe
 - a. History of market change
 - b. History of socio-cultural factors which promoted such change
 - c. Contributions of trade relations and how national objectives influenced fundamental economic progress
2. Evaluate summary factors that made the European Union possible.
3. Articulate, either through historicism, or statistically, the creation of the EU.
4. Evaluate the current standing, economically of the EU vis-à-vis other major economic powers.
5. Analyze and present European business practices, and compare same with practices in the US, China, and Japan.
6. Create arguments justifying the approach to business practices in Europe, and critique those practice.
7. Argue and justify best business practices for Europe.

Evaluation:

Examination: 50% M/C Essay
Paper 50%
Ten Pages double-spaced; 20 minute discussion

Apr 12	OIS Safety Lecture. Trip orientation. A brief introduction to the development of trade in and around the continent of Europe from ancient times through the fall of the Roman Empire.
Apr 26	Politics and economic history to the Renaissance. The development of trade with the Orient; The Age of Discovery, the rise and fall of Venice, the quintessential commerce empire.
May 5	The rise of nation-states and their effect on the economic system. Four centuries of war.
May 7	The roots of capitalism in Europe and The Industrial Revolution. Problems created by the Treaty of Versailles, and how they aided in the onset of the Depression.
May 8	Origin of the EU concept: Italy, 1940. Work War II and The Marshall Plan.
May 10	The birth of the common market. The Advantage and disadvantages of signing on, and the influence of Commercial parties in Europe during the 1950's and 1960's.
May 12	The gradual redirection of economic and political barriers and expansion of the bloc: 1970's – 1990.
May 9	Company visit
May 14	Fall of the Berlin wall Current practices in the EU: Socialism and the markets.
May 15	Presentations.

TBA	World development indications and EU demographics. Presentations. Current issues in expansion. Prospective members.
TBA	Presentations. The EU Constitution and the problem of Turkey and the Judaeo –Christian tradition.
June 30	Paper due
June 30	Final exam

LEARNING OBJECTIVES