

## Course overview

Module title: EU history, society and business culture with management focus:

Prerequisites: third year student of business management, economics, sociology, political science or graduate program in law, social sciences or having permission of the department;

Learning objectives:

- Gain basic knowledge of EU history and society
- Achieve awareness of European mentality
- Gain knowledge of EU political and economic structure
- Gain knowledge of EU business and work environment
- Achieve awareness of differences between different states of the EU

Course description and objectives:

During the 10 weeks of this course, students will be introduced to the various aspects of the European Union. The course will provide the student with a cultural, historical and socio-economic background that will allow him or her to better understand and adapt to the European societal and business climate. Students will develop their knowledge of European legal and economic processes which will be vital for engaging in business activities. They will also learn about the perspectives of living in various regions of the EU, with a strong focus on Poland.

Topics:

1. Introduction to the European Union with the focus on business management,
2. EU history and crucial economic- and business-related historical events,
3. European business culture and mentality in selected countries,
4. EU structure and its member states,
5. Midterm exam,
6. EU macroeconomics,
7. EU microeconomics,
8. Selected examples of entrepreneurial business activity from old and new EU members,
9. Introduction to new members of EU-impact of political changes, Solidarity in Poland, Germany re-unification, viewpoints from Prague, Budapest, Bratislava, as well as the Balkan and Baltic states.
10. Final exam: summary of the course, final project evaluation;

Teaching methods/material taught in class or mixed delivery version blended learning, including option of 100% via on line course content communication, feedback, grading and course progress management:

Articles, videos, online lectures, discussions, presentations, writing assignments will be a major part of the course.

Assessment is based on reports, presentation, participation, project, written exam.

## Assessment schema:

The final grade of the course will be calculated on the following weighting:

- Weekly reading report: 30%
- Video cases evaluation report: 20%
- Class participation online: 20%
- EU Business project presentation: 15% and written exam: 15% - 30%
- Participation in on line activities, reports, evaluations, projects is obligatory;

Work will be marked using the A-F scale. The grades correspond to the following percentages:

- A 85 – 100
- A- 81 – 84
- B+ 77 – 80
- B 73 – 76
- B- 69 – 72
- C+ 66 – 68
- C 62 – 65
- C- 58 – 61
- D+ 54 – 57
- D 50 – 53
- F 49 and less

Students can earn a diploma in “Introduction to life and business and European Union” if they take and pass the entire course or qualify for the certificate of a specific module accomplishment.

## Assignments:

Weekly reading report (10 worth 3% each):

Each week students will be required to read one article, write and submit a reader’s report 48 hours before the date of the seminar. The articles are available for free on the Internet. Late submissions will not be accepted. The text of the report should be double spaced, 1-2 pages, standard margin using Times New Roman font 12. Failure in to meet these requirements will result in a grade reduction or receiving a zero for the week.

Midterm exam: Video EU related story evaluation (1 worth 20%):

For the first four weeks students will be required to watch a video, and write and submit an essay analyzing the case presented in the video. It is up to each student which of the video recordings are chosen for evaluation in producing the submission. Late submissions will not be accepted. The text of the report should be 6-12 pages, double spaced, with a standard margin and Times New Roman 12. The format of the report will be provided. Failure to meet the conditions will result in a grade reduction or receiving a zero for the week.

Class participation/posting comments, questions, on-line interactions (20%)

Final exam: EU Business project submission and presentation (30%):

The details of the EU Business project will be provided and discussed during our intro seminar.

Attendance and participation in on line activities, reports, evaluations, projects and discussions is obligatory:

The course puts strong emphasis on student feedback and interaction with the lecturer and colleagues. Therefore, students are obliged to attend all online classes.