

# DOING BUSINESS IN EUROPE

**Certificate awarded by:** EBS PARIS

**Welcome event:** July 2<sup>nd</sup>, 2018 (morning)

**Start date of courses:** July 2<sup>nd</sup>, 2018 (afternoon)

**End date:** July 26<sup>th</sup>, 2018

**Certificate Ceremony:** July 26<sup>th</sup>, 2018

**Total ECTS:** 8    **Total contact hours:** 78

**Program requirement:** be at least 18 years of age with basic business knowledge

**Program location:** EBS PARIS - Campus Eiffel I, 10 rue Sextius Michel, 75015 Paris, France

**Language of instruction:** English

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**PROGRAM FEE: 1,850€**

## FEE INCLUDES:

- Orientation / Welcome Event
- Cultural visits
- Computer accounts at the school (WIFI access)
- Access to the school's Media Center
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

## PROGRAM OVERVIEW / OBJECTIVE:

This program will introduce students to the particularities of European business culture, focusing on the realities of doing business in Europe. The program is structured around 3 modules: European Management, International Human Resource Management and French Cultural studies.

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### PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
European Management	3	27	undergraduate
International Human Resource Management	3	27	undergraduate
French Cultural Studies	2	24	undergraduate

### COURSE 1: European Management

Course Title	European Management
Learning outcomes	Understand main differences in management theory, management styles and work cultures in Europe Learn the basic tools for international development in Europe
Pre-requisites	Basic business knowledge
Recommended readings	Suder, Gabriele. <i>Doing Business in Europe</i> . SAGE. Daniels, John & Lee Radebaugh. <i>International Business</i> . Pearson.

### COURSE OUTLINE:

#### Management Practices in Europe

The different strategies and practices of management in today's Europe will be outlined, with particular emphasis on a comparative study of what is done in the E.U. and the rest of the world.

#### European Business Intelligence

The full range of B.I. tools currently in use in the E.U. will be presented. It will allow students to apply what they have learned to their home environment.

### COURSE 2: International HR Management

Course Title	International Human Resource Management
Learning outcomes	Analyze and articulate how students would approach a global and/or country specific human resource assignment using key concepts taught in the course Apply human resource techniques to achieve the cost, people and timeline expectations of the business while evaluating the strategic risks Exhibit writing and speaking skills displaying coherent, analytical and persuasive communication delivery styles
Pre-requisites	Basic business knowledge

### COURSE OUTLINE:

This course reviews various global human resource subjects with particular emphasis on the executive leadership challenges associated with managing a workforce in and/or across Europe, Asia and North America.

The topics include job analysis, human resource planning, recruitment, selection, performance appraisal, training / development, compensation / incentives, discipline and grievance procedures, diversity, unique geographical requirements such as equal employment, and organization culture.

### COURSE 3: French Cultural Studies

Course Title	French Cultural Studies
Learning outcomes	Communicate in simple daily life situations Discover French culture through arts, architecture and the history of Paris

### COURSE OUTLINE:

#### Survival French

This course is designed to give students the must-knows of French language: i.e. asking directions, ordering food, basic conversation...

#### French Culture & Civilization

Interesting aspects of France with a special emphasis on Paris and French culture will be addressed in this course. Cultural visits will be linked to the content of this unit.