



THE UNIVERSITY OF AUCKLAND  
BUSINESS SCHOOL

## Course Outline 2013

### INTBUS 728 COMPETING IN EUROPE

#### Quarter 2

---

#### Course Prescription

Focuses on the business environment in the European region including economic, trade, political and legal factors, socio-cultural characteristics, and on developing business strategies for competing in those markets in the global context.

#### Goals of the Course

The course is designed to give students a broad understanding of the macro-environment for business in the European region. By reviewing and analysing trends in Europe in the context of a series of case studies, students develop their awareness of the national, regional and global contexts for business. The course aims to establish a sound basis of understanding of the fundamentals within the European region, with a particular focus on the European Union (EU).

#### Learning Outcomes

1. Explain the role of the EU, its institutions and legal framework, and their significance for businesses in Europe;
2. Describe the key economic policies of the EU and their potential effect on business, notably the Single European Market;
3. Evaluate the impact of the EU on business operations and strategies, and its importance in world trade and the global economy;
4. Prepare and participate in business and marketing strategies for the European market.

#### Content Outline

1. Introduction, Institutional factors, Europe's importance in the World, overview of EU development.
2. Industry factors, The European Internal Market, FDI, entry strategy
3. Industry factors, enlargement, market liberalisation
4. Economic and financial issues, the Euro crisis
5. Business strategies and industry analysis, strategic growth issues.

#### Learning and Teaching

The course is taught at the City campus with one three-hour interactive session per week. The classes use a combination of lecture presentations and in-depth case study analysis and discussion. There is no set text though some readings will be provided and others recommended. The class materials are in addition to any readings. Attendance at lectures is critical in the learning process. PowerPoint outlines of each lecture are provided, in addition to other useful resources which are posted to Cecil. Case study discussions are an essential part of the learning process and complement and enhance lectures. They expand on concepts and explore points introduced, providing students with exposure to practical applications of theory and development of knowledge. The sessions are interactive and provide a forum in which to develop the student's ability to articulate and present ideas.

Everyone is expected to prepare their analysis of the case study and their answers to the questions that will be posed. Each session is presented as a seminar in which active class participation is expected and assessed. Group work on case discussion and analysis is encouraged but written case analyses will be graded individually.

### **Assessment**

Your performance will be assessed on the basis of class participation, written case presentations and a final test.

Class participation	20%
Written case analyses (20% x2)	40%
Final in-class test	40%

<b>Learning outcome</b>	<b>Participation</b>	<b>Case analyses</b>	<b>Final test</b>
1	X	X	X
2	X	X	X
3	X	X	X
4	X	X	X

### **Teaching Staff**

Dr Maureen Benson-Rea  
Office: 492, Level 4 OGGB  
DDI: 923 7356  
Mobile: 0274 310 867  
Email: [m.benson-rea@auckland.ac.nz](mailto:m.benson-rea@auckland.ac.nz)

Student consultation hours: Fridays 2-4 or by appointment.

### **Learning Resources**

The cases and some readings are provided. The course information also provides a reading list, web sites and there are resources on Cecil. Students may wish to purchase: Johnson, D. and C. Turner, (2006), "European Business", 2<sup>nd</sup> Ed, Routledge, Oxford or Suder, G. S., (2011), "Doing business in Europe", 2<sup>nd</sup> Ed, Sage, London.