



**PLEASE NOTE THAT THIS SYLLABUS IS PROVISIONAL AND SUBJECT TO CHANGE AS THE SEMESTER PROGRAM IS FINALIZED**

**CIMBA Undergraduate Program  
Spring 2018**

# **Topics in Management: Business, Culture & Society in Western Europe**

**3-Credit Hour Course  
BUS3050 (3). 06B:102:EX4.**

Professor: Dr. Dominic Standish

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Please refer to the University of Iowa policy on email use. E-mail will be responded to within 24 hours. University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu).

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CIMBA Undergraduate Program

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Directory information for Dr. Dominic Standish can be found here:

<http://tippie.uiowa.edu/people/profile/profile.aspx?id=410221>

## **Course Description**

The course is intended to provide students with a fundamental understanding of the international business environment, and the interpersonal traits and skills expected of successful international business entrepreneurs, leaders and managers. This course will be an interdisciplinary overview of issues related to business and the effective practice of management in Western Europe with a focus on Italy. Utilizing a series of lectures, workshops, distinguished speakers, plant tours, and cultural events, followed up by class discussions, the course will acquaint students with the important cultural differences, the code of business and professional etiquette, business protocol, Italian business history, Italian cultural appreciation, and other cultural concerns in the workplace.

## **Course Objectives and Teaching Method**

Through lectures, workshops, case studies, guest speakers, and written assignments, the course simulates the experiences that business leaders and managers undergo in operating in an international environment.

At the end of the course, you will have:

1. Gained deeper knowledge about European culture its implications for business;
2. Had an opportunity to refine your business professional skills and to enhance other interpersonal attributes deemed fundamental in today's international business world;
3. Gained a better understanding of European business practices;
4. A greater appreciation of the global business environment in which you live;
5. An opportunity to become a more effective business person, whether doing business in the U.S. or internationally.

**The class will be interactive – demanding the ability to both respond to and formulate questions.** That is, it will be Socratic in style – placing responsibility on students to study to increase their knowledge and on the professor to teach and provide guidance to expand knowledge.

**Participants will be expected to have read the assigned readings before each class. Class preparedness and participation are essential to success in this course.** If something in the assigned reading is not understandable, participants are encouraged to ask for an explanation.

### **Required Course Materials**

1. Syllabus & Course Packet (with course description, slides, and readings).
2. 'Venice in Environmental Peril? Myth and Reality', by Dominic Standish (2012). Edition 1. University Press of America, 978-0-7618-5664-1.
3. 'Ferraris For All. In Defence of Economic Progress,' by Ben-Ami, D. (2012), Policy Press, 9781847423467.
4. Other handouts as provided; library and/or Internet sources as assigned.

### **Let's talk**

I am eager to meet with you about the course. I will be available in the faculty office every day we have class. Please note that this is for pre-arranged appointments only.

### **Grading**

There will be many options during this course to encourage you to "custom-tailor" the course to meet your individual interests and needs. The more thought and effort you invest in these activities, the more you will learn. The more you learn the better your grade will be. I want you to be able to earn the grade you wish and to feel clear and good about what you need to do to earn that grade.

You will be set reading for each class and you will be expected to use the readings to participate in the class. There will also be one assessed class activities worth 150 points when you will do a presentation. Beyond this, students cannot request additional activities to earn quality points.

Finally, the assignments will include two written papers, worth 250 points each. Your written assignments should be:

- a) Well-written (well-organized, with standard spelling, grammar, etc.)
- b) Complete (do all that's asked)
- c) Applied. Indicate that you've read, understood, and applied the text material (by using appropriately the terms and concepts in the text)
- d) Specific, thorough and clearly written (use fully described examples, not just quick summations)

You should closely read assignment outlines and be prepared to discuss them in class. I also expect you to prepare your written work carefully. All written assignments must be typed or printed. Consider presentation as well as content when you write. A reader who doesn't have to

wade through obtuse sentences, poor spelling or grammar is more likely to be positively disposed toward your work. All written assignments must be typed, printed and emailed to the instructor on the same day the printed copy is turned in.

The exam and test format will be written answers to set questions. Excellence in the exam and tests can be achieved by answering set questions completely and through in-depth analysis of set texts.

Please note: showing up for class, participating in discussion, having good, error-free papers and presentations is average ("C"), not excellent work. "B" work requires evidence of above-average effort, above-average understanding of the material and above-average depth of thought. "A" work will truly separate itself from the rest of the class.

Ways to earn points:

Maximum to be awarded

2 written reports.....	250 points each – 500 pts. total
Presentation activity.....	100 pts. total
Final exam.....	400 pts. total

Ways to lose points:

*Attendance* (see CIMBA Academic Policy above).

*Late assignments.* 30 points will be deducted every time an assignment is not brought with you to class and turned in at the start of the class session (printed out). Be aware of printing queues. Arriving at class while your document is still printing means it is late.

You may do them in advance. If an assignment is late, do it eventually and submit it by the time points are assigned. 50 points will be deducted for each assignment not turned in when the assignments are graded.

Late assignment (not brought to class by the assigned date and time).....30 points

Each assignment not turned in by the time grades are assigned.....50 points

Final point scale: final grades will be by percentage, following customary scales. 98.00+ = A+; 92.00 – 97.99 = A; 90.00 – 91.99 = A-; 88.00 – 89.99 = B+; 82.00 – 87.99 = B; 80.00 – 81.99 = B-; 78.00 - 79.99 points = C+; 72.00 – 77.99 = C; 71.99 - 70.00 = C-; 68.00 – 69.99 = D+; 62.00 - 67.99 = D; 60.00 – 61.99 = D-. F = below 60 points.

Course grades will be approximately distributed according to the recommended guidelines of the Tippie College of Business at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. Course grades will be approximately distributed according to the recommended guidelines:

## Grade Distribution Chart

	A	B	C	D	F	Average
Elementary courses	15%	34%	40%	8%	3%	2.50
Intermediate courses	18%	36%	39%	5%	2%	2.63
Advanced courses	22%	38%	36%	3%	1%	2.77

## Course Schedule

### Week 1

#### **Introduction**

**Readings:**  
Syllabus

#### **The Venice Problem (A)**

### Week 2

#### **The Venice Problem (B)**

**Readings:**  
Venice in Environmental Peril, Chap. Introduction

#### **Tourism and Venice**

**Readings:**  
Venice in Environmental Peril, Chap. 9

### Week 3

#### **The Business of Tourism: student debate**

**Readings:**  
Chapter 3 by Robert France (2011) from 'Veniceland Atlantis'.

#### **The EU & its Institutions**

**Readings:**  
EU articles

### Week 4

#### **The EU & its politics**

**Readings:**  
EU articles

#### **European Economics, Trade, & Commerce**

**Readings:**  
Handout articles

## **Week 5**

### **Economic limits & crisis**

#### **Readings:**

Ben-Ami, D. (2012), Ferraris For All. In Defence of Economic Progress. Introduction (Chap. 1).

### **Debates about growth**

#### **Readings:**

Ben-Ami, D. (2012), Chap 2.

### **Living & Working Abroad and Expatriate Panel Discussion**

Bios

## **Week 6**

### **Managing business skepticism**

#### **Readings:**

Ben-Ami, D. (2012), Chap 3.

### **Central, Eastern and Western Europe in history**

#### **Readings:**

Burgess – Divided Europe

## **Week 7**

### **Modern Eastern and Western Europe**

#### **Readings:**

Handout articles

### **European Nationalism**

#### **Readings:**

Handout articles

## **Week 8**

### **Economics and Sustainability in Europe**

#### **Readings:**

Ben-Ami, D. (2012), Chap 7.

### **Company Tours – Student assessments**

#### **Readings:**

Presentations

## **Week 9**

### **European culture (A)**

Handout article

### **European culture (B)**

Handout article

### **Italian Business and Economy**

**Readings:**

Handout article

## **Week 11**

### **Italian Politics**

**Readings:**

Handout article

### **Italian Population**

**Readings:**

Handout article

### **Exploring Italy: Guest Speaker**

**Readings:**

ANSA.it

## **Week 12**

### **European Demographics & Migration**

**Readings:**

Migration patterns, population, birth rate impact on European business

Handout articles

### **Final Exam**

## **Some Additional Comments on the Topics:**

### **The Business of Tourism**

Can European and American cities be revived through tourism? Many cities have the potential to stimulate lagging economies by expanding tourism, especially with growing numbers of visitors from the East. In Italy, Venice has become one of the most visited cities in the world. Yet infrastructure modernization has failed to keep up with increasing numbers of tourists. But will infrastructure development be sufficient? Increasingly, educating tourists in

sustainable travel and 'nudging' their behavior is perceived to be the key to managing city tourism effectively.

### **The EU and its Institutions**

The European Union was born out of the death and destruction of two consecutive world wars and a history of violence that stretched over 5000 years of recorded history with over 59 million dead. Combining economic, human rights, labor, justice, defense, and immigration policies, the EU provides for over 490 million Europeans to live and work. Students will also learn about how citizens within the EU relate to its institutions.

### **Demographics & Migration**

To broaden students' understanding of the complexities of European business, the impact of migration patterns, population density, birth rate, and other demographic factors will be explored.

### **Central, Eastern and Western Europe**

Students will learn about the differences in attitudes which impact business practices in Europe. They will first explore the theoretical bases of cultural diversity in the business world, and special emphasis will be given to migration trends and labor mobility within Europe.

### **European Working Conditions: Company Tours**

Together with the professors, students will tour a typical, successful Veneto company to learn more about an industry-specific business. Because the tour often takes place in both the office and the manufacturing side of the same company, students will receive a well-rounded view of the various aspects of the business. Students must dress professionally in business or business casual attire. *DRESS CODE Men: pressed shirt and dress trousers or khakis, dress shoes; women: knee-length skirt or dress pants, dress shoes; high heels not recommended since you may be walking through production facilities.* Please ask your professor or a program coordinator if you are unsure what is appropriate. Also, come prepared with questions that relate to the international scope of the company's business, as well as comparative aspects of the working conditions.

### **Living and Working Abroad: Expatriate Panel**

The CIMBA Undergraduate program makes a consistently strong effort to provide relevant and meaningful international experiences for students. Every semester we host an Expatriate Panel in which we invite some *non-Italians* living and working full-time in Italy, to come to CIMBA and answer students' questions. This event is an opportunity for students to hear from and ask questions of real expatriates, so that they can get a sense of what it is like to live and work full-time in a foreign country. This is a question and answer forum, so it is imperative that students come prepared with questions to ask the expats. Think about all of the ins and outs of living in a foreign country and come up with questions that pique your curiosity.

### **Exploring Italy**

This seminar will illustrate the Italian political system and how it differs from that of the United States. Students will appreciate the differences between the two countries and come away with a better understanding of how policy is made and enforced, and how it shapes culture.

## **European Culture, Economics, Trade & Commerce**

These topics deal with the effects of globalization, trade, sustainability and new commercial realities in the world economy. The readings and the discussions will explore the strategies and structures dominant in European business, globalization and anti-globalization trends within the EU, as well as the features of new European commerce and economy.

### **Attendance Policy**

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

### **Grievance Policy**

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Stephanie Schnicker, <[stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu)>, 319-335-1041. The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

### **Academic Misconduct**

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

### **Accommodating Students with Disabilities/Academic Accommodations**

A student seeking academic accommodations such as a modification of seating, testing, timing,

etc. should first register with Student Disability Services, then contact **Stephanie Schnicker**, [<stephanie-schnicker@uiowa.edu>](mailto:stephanie-schnicker@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

### **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Director, **Stephanie Schnicker**, [<stephanie-schnicker@uiowa.edu>](mailto:stephanie-schnicker@uiowa.edu).