



# INB-303-101SA Competing in the global environment

On-site - 45 contact hours, 3 credits

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**Instructor:** Davide de Gennaro ([davide.degennaro@live.it](mailto:davide.degennaro@live.it))

**Office Hours:** Monday and Tuesday, 3:00-4:00PM, Sant'Anna Institute – Sorrento (Italy)

## Course Description

This course is intended to provide the student with a comprehensive introduction to business in the European Union. The course describes how economic, political and social factors interrelate, and influence business in Europe. Students will use a framework to research sustainable business practices from different European Union member state's perspective. Guest lecturers and field trips are planned for students enrolled in the study abroad program.

## Course Objectives / Learning Outcomes

At the end of the course the student will be able to do the following:

1. Analyze the origins of the EU, its history and development to the point of enlargement;
2. Identify important steps in EU integration, name EU institutions and understand how they interact with one another;
3. Analyze the impact of the social and cultural influences brought about by the enlargement of the EU;
4. Determine how business and trade are conducted both internally and externally by the organizations of the EU;
5. Conduct a sustainable business analysis (SWOTS) for a specific industry sector operating in Italy;
6. Analyze how companies should react and position themselves strategically and operationally responding to key issues in Europe's evolving sustainable business environment.

## Required Texts

- Bomberg, E., Peterson, J., & Corbett, R. (Eds.). (2012). *The European Union: how does it work?*. Oxford University Press.
- Checkel, J. T., & Katzenstein, P. J. (Eds.). (2009). *European identity*. Cambridge University Press.
- Hix, S. (1999). *The political system of the European Union*. Macmillan International Higher Education.
- Hooghe, L., & Marks, G. (2004). Does identity or economic rationality drive public opinion on European integration?. *PS: Political Science & Politics*, 37(3), 415-420.
- Sjursen, H. (2006). The EU as a 'normative' power: how can this be?. *Journal of European public policy*, 13(2), 235-251.

## Assessment

- Class Discussions 10%
- Mid Term Test 20%
- In class presentation 30%
- Final Essay + presentation 40%

## Grading

Requirements include writing assignments and exams, as listed on the schedule below, which total 100 points. Students must earn 95 points to receive an A in the course, 90 for an A-, 87 for a B+, 83 for a B, 80 for a B-, 77 for a C+, 73 for a C, 70 for a C-, 67 for a D+, 63 for a D, and 60 for a D-. Students earning less than 600 points will receive an F.

## Policies

- **Attendance:** Students are asked to sign an attendance sheet at the beginning of each class, although no formal penalty will be assessed for poor attendance.
- **Make-Up Exams:** Students who miss an assignment or exam for a valid reason must present documentation (from a medical doctor, a coach, a representative from student life, or other university official) to make it up.
- **Using Electronic Devices:** The use of laptop computers, tablets, cell phones, or any other electronic devices during class is prohibited unless explicitly authorized by the instructor. Students caught using such devices in class will be **penalized 5 points for each offense**.
- **Extra Credit:** In addition to the extra credit opportunities listed below on the schedule, the instructor may offer other extra credit opportunities, but students may earn no more than 15 extra credit points.
- **Academic Honesty:** Any act of academic misconduct in this course will result in an F for the assignment involved.

## Schedule of Readings & Assignments

<b>WEEK</b>	<b>TOPIC</b>
	Introduction
	What is the European Union How the EU began The EU timeline
	Goals and values of the European Union Economic and monetary union The Italian framework
	The EU institutions
	The EU institutions Other institutions
	Recapitulation Mid term test (Oct 9)
	EU – US: a long and enduring relationship The impact on the global community Transatlantic dialogue and civil society

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Multilateral trade issues

Regulatory cooperation

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EU trade policy

Entrepreneurship and Small and medium-sized enterprises (SMEs)

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Strategic management

SWOT Analysis

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Opportunities and industry structure

Business strategies

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Theories of Distinctive Competence

Institutional Leadership

Theory of Firm Growth: Resource Based View

The generic value chain

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Cost leadership

Product differentiation

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Sustained competitive advantage

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Recapitulation

Final test (Dec 10th)

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