



## Course and Examination Fact Sheet: Autumn Semester 2023

### 7,375: Business in Europe

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Analog written examination, Analog, Individual work individual grade (40%, 90 Min.)

Examination time: Term time

decentral - Presentation, Digital, Group work group grade (60%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[7,375,1.00 Business in Europe](#) -- English -- [Legge Stefan](#)

#### Course information

#### Course prerequisites

A solid understanding of the basics in micro- and macroeconomics, in particular a working knowledge of economic theory is expected.

#### Learning objectives

Students who successfully participate in this course will, afterwards, be able to:

- understand the key elements of a business environment;
- analyze and compare business environments;
- describe key differences between the Continental European and Anglo-Saxon business environment
- examine how government policies affect value creation by firms.

#### Course content

Incomes per capita, standards of living, and the types of innovation differ between continental Europe and the United States. The way business is carried out also differs markedly. This course sheds light on how the business environment differs and what implications follow for policy making. How can restrictive labor laws create a comparative advantage? Why do German-speaking countries have hidden champions but no Uber or Google? What is Europe's economic trajectory in the 21<sup>st</sup> century?

#### Course structure and indications of the learning and teaching design

The *first part* of the course reviews European countries from an economic perspective. We examine Europe's economic success in the present, its historical roots and future outlook. Furthermore, key topics such as the competition and trade policy are analyzed in detail. Methodologically, we utilize current research as well as established economic models.

The *second part* of the course then brings in the business perspective. Having established that firms succeed in European countries, we seek to understand how they thrive given the external circumstances they face in Europe. Our discussion analyzes in detail the differences between continental European countries and Anglo-Saxon nations with respect to industry structure, management, and finance. Methodologically, we again draw from a set of research articles and books.

In the *final part* of the course, we discuss political aspects of the European business environment. How will geopolitical conflicts as well as tensions within Europe affect businesses? Moreover, we analyze how recent and current trends (e.g., the COVID-19 epidemic, new technologies like AI) will affect European firms.



## Course literature

Students are provided with research and newspaper articles throughout the course. In addition, the following readings will be important:

- Michael E. Porter, The competitive advantage of nations, Harvard Business Review, 1990
- Thomas Philippon, The Great Reversal - How America Gave Up on Free Markets, Harvard University Press, 2019.
- Tim Wu, The Curse of Bigness - Antitrust in the New Gilded Age, Columbia Global Reports, 2018.

## Additional course information

--

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination modalities

Examination type	Analog written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	40%
Duration	90 Min.

##### Examination languages

Question language: English

Answer language: English

##### Remark

--

##### Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

##### Supplementary aids

No aids.

---

#### 2. Examination sub part (2/2)

##### Examination modalities



Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	60%
Duration	--

### Examination languages

Question language: English

Answer language: English

### Remark

--

### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

### Supplementary aids

--

---

## Examination content

All indicated readings as well as lectures are exam-relevant.

Main topics are:

- key elements of a business environment;
- analysis and comparisons of business environments;
- key differences between the Continental European and Anglo-Saxon business environment
- government policies affecting value creation by firms.

Students will, in groups, create a recorded video presentation and submit a video file. Topics will be discussed and allocated in class.

## Examination relevant literature

Students are provided with research and newspaper articles throughout the course until the second to last week.

All indicated readings as well as lecture slides are exam-relevant.



## Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).