

European Business Skills

Course guide 2019 - 2020

Author(s)	Anne Sophie Andela
Module ID	8700EBS_17
Academic Year	2019-2020
EC	4 EC for standard two weeks programme or 6 EC for two weeks + extra assignment
Contact hours	80
Self study hours	40 for standard two week programme = 4 EC / 60 for two weeks + extra assignment = 6 EC
Course site	European Business Skills

Module overview

This guide gives you an overview of the summer course European Business Skills

Content

You will be equipped with cultural, legal and political insight and knowledge of the EU. You will be provided with "do's and don'ts" to strengthen your position in negotiations, to communicate effectively across cultures, and to make sound business decisions. And be empowered to use the opportunities the EU affords whilst avoiding the pitfalls.

Topics:

Successfully doing business in the EU

- The EU today: history, background, impact on national sovereignty, current issues (e.g. Brexit, EU referenda, ground-breaking mergers)
- EU institutions, legal framework, & competition law (cartels, abuse of a dominant position, merger control)
- Cross cultural communication
- The role of Philosophy (ethics, rhetoric), Art, & Culture
- Networking

In this module you will develop your 'soft skills' to communicate in an international and intercultural environment. You will experience how the EU is managed and become aware of what works (and what doesn't!).

Join students and lecturers from Amsterdam and abroad for concise and upbeat lessons offering precise advice on how to behave professionally in the European Union.

A two-day field trip to Brussels, the 'capital of the European Union', to visit the European Parliament and the European Commission is included for learning 'in action'. You will also be introduced to Dutch culture and will visit beautiful places in Amsterdam, discovering the DNA of the city.



1.2 Learning goals

#	You can:
1.	You will gain a thorough understanding of the cultural, legal and political context of the EU today
2.	You will familiarise yourself with the key principles of European cross cultural communication
3.	You will learn how philosophy and art relate to business, culture and identity
4.	You will learn how to speak with truth and conviction to get your message across
5.	You will learn how to charge your network and make it work to reach your goals

1.3 Learning activities

The course is run as a project. In mixed-nationality teams you will prepare and present several assignments on chosen and/or assigned topic(s) on material as covered in lectures and specified in assignment instructions. You will use various sources and multimedia (e.g. newspaper and magazine articles, films, documentaries, interviews on YouTube), as well as conduct interviews to gather information.

The interactive teaching methods will enable you to develop your research, critical thinking, presentation and writing skills. You are encouraged to participate in discussions and to argue and defend your position on issues with other students.

Besides this, you will also write a personal reflection report of approximately 600 to 750 words.

1.4 Teaching methods

Lectures, Guest-lectures by experts, project work in groups, research, field trips (Brussels, Amsterdam, museum), presentations, discussions.

1.5 Study materials & recommended further reading

Recommended reading and viewing as specified in assignments and through the digital library: <http://lib.hva.nl>. Additional materials may be provided or will be available on open source (e.g. articles, films, documentaries, lectures and interviews on YouTube).

1.6 Assignments & assessment

Assignments / Tests	Weight (%)
Project	50%
Reflection report	50%
	100%



Lesson Planning example from last year EBS 2019

Anne-Sophie Andela a.s.m.andela@hva.nl +31 (0)6 33 71 2092

Nicoló Pantaleo nicolo.pantaleo@hva.nl +31 (0)6 47 02 2920

Week 1 Day 1 1/7	8:00-9:00 Registration @ WBH 9:00-10:00 Opening Summer school @ WBH 02B09 10:00-12.30 Introduction European Business Skills <u>12:30-13:30 Lunch</u> 13.30- 16.00 The EU Today I - history, background, impact on national sovereignty, current issues (e.g. Brexit & its implications) 16:00-17:00 Dutch Culture Lecture @WBH 02B09 17:00 Welcome drinks @FEST
Week 1 Day 2 2/7	9.30-12.30 The EU Today II - Institutions & legal framework <u>12:30-13:30 Lunch – Multi-culti/Potluck BYO traditional lunch to share @WBH Canteen</u> 13.30-15.00 The EU Today II - Institutions & legal framework (cont'd) 15.00-17.30 Amsterdam Art Walk* – on location
Week 1 Day 3 3/7	09.30-12.30 Departure for Brussels – 07.00 at Duivendrecht Eurolines busstation BRING PASSPORTS! Hotel des Colonies +32 2 203 30 94 - Rue des Croisades 6 - 10, Sint-Joost-ten-Node (Saint-Josse-ten-Noode), 1210 Brussel, België – (TBC) <u>12:30-13:30 Lunch</u> 13.30-17.30 European Parliament - 03/07/2019 at 14:00 – 15:30 @PHS 4095. English Registration date: 7/06/2019 vissem-NL@europarl.europa.eu . Contact: Henry WASUNG BRU - PHS 01C093 – Tel. +32 228 44978 henry.wasung@europarl.europa.eu General number: 0032 (2) 284 2111
Week 1 Day 4 4/7	09.30-12.30 European Commission DG Education, Youth, Sport & Culture @Rue Joseph II, nr 70 <i>K.Engels/H.Arnanlottir</i> (+32 2 298 12 88) <u>12:30-13:30 Lunch</u> 13.30-17.30 Brussels Art Walk* from & afterwards Departure for Amsterdam from Brussels Nord
Week 1 Day 5 5/7	9.30-12.30 The EU Today III - EU Competition Law & Merger Control <u>12:30-13:30 Lunch</u> 13.30 -15.00 Cross cultural communication; Hofstede/Trompenaars; Hofstede Insights.com 15.00-17.30 – Philosophy, Art & Culture I – Identity & Culture
WEEKEND LEISURE TIME	Días Latinas Festival @Amersfoort
Week 2 Day 1 8/7	9.30-12.30 <i>Team Assignment EU – Brexit</i> with video 3-5 minutes & soundbites, keywords, golden sentences; [Brexit - profession/nationality/age/What do you think about Brexit? Film & write review] OR alternative presentation <u>12:30-13:30 Lunch</u> 13.30-17.30 Philosophy, Art & Culture II – Masterpieces Intro
Week 2 Day 2 9/7	09.30-12.30 Philosophy, Art & Culture III in/& Amsterdam by <i>Jeroen Keip</i> <u>12:30-13:30 Lunch</u> 13.30-17.30 Philosophy, Art & Culture IV - Ethics and rhetoric & Corporate Culture
Week 2 Day 3 10/7	9.30-12.30 Networking by <i>Martin Haring</i> <u>12:30-13:30 Lunch</u> 13.30-17.30 Amsterdam Architecture Walk* @ZuidAs / ArtZuid - Team Assignment CSR analysis & scandals
Week 2 Day 4 11/7	9.30-12.30 <i>Selfstudy - reflection paper (& assignments as appendices)</i> * Assignment Photographs for Portfolio <u>12:30-13:30 Lunch</u> 13.30- 17.30 Final presentations Masterpieces, Art & Architecture (Use PPT & pitch with rhetorical skills!) & hand in reflection papers;
Week 2 Day 5 12/7	09.30-12.30 Art Business Culture - on location <u>12:30-13:30 Lunch</u> 13.30 – 16.00 Final lecture – wrap up 16:00 Certificate ceremony 17:00 Farewell drink @FEST

