

Minor: Doing Business in and with Europe

Coordinator: Jeannette Spencer

j.spencer@fontys.nl

Courses

- MO1-Project: Establishing Business Opportunities in Europe
- MO2-Seminar: European Regions, Clusters, Culture and People
- MO3-BEE: Business Etiquette in Europe
- MO3-CA: Current Affairs
- MO3-EETL: European Economics Trade and Law
- MO3-FRESH: Fresh Supply Chain and Logistics (Euregion Focus)
- MO3-TAX: International Taxation in Europe

Project: Establishing Business Opportunities in Europe

- ✓ Goal of the Project - Successfully establishing a Business opportunity in Europe
- ✓ Case Study: Analyzing a successful company doing business in Europe (Best Practice)
- ✓ Setting: Consultants who analyze biggest competitors
- ✓ On campus presentations, Online group coaching
- ✓ 10 Credits
- ✓ Group Report and Oral Defense Assessment

Seminar: European Regions, Clusters, Culture and People

- ✓ This is a seminar type module which builds an appreciation of the diversity of the European business environment.
- ✓ On Campus Block Sessions 8 Weeks
- ✓ 5 credits
- ✓ Portfolio Assessment

Business Etiquette in Europe

- ✓ This module provides an in-depth understanding of business etiquette across various European countries.
- ✓ Participants will learn: cultural nuances, communication styles, negotiation tactics and professional behaviors essential for successful business interactions in Europe.
- ✓ Biweekly on Campus
- ✓ 5 Credits
- ✓ Portfolio Assessment

Current Affairs

- ✓ This Module aims at developing analytical skills on how to identify current affairs that affect business in Europe
- ✓ These affairs can happen in Europe or elsewhere in the World but have a bearing on business operations in Europe
- ✓ On Campus 1st half of semester, online 2nd half of semester
- ✓ 5 Credits
- ✓ Portfolio Assessment

European Economics Trade and Law

- ✓ Fundamentals of the macroeconomic, legal and trade environment for business in Europe.
- ✓ Online
- ✓ 5 Credits
- ✓ Written Exam Assessment

Fresh Supply Chain and Logistics (Euregion Focus)

- ✓ Learn about supply chain management, and the fresh supply chain in this region
- ✓ Dynamic and innovative agri-business region
- ✓ Diverse agro-food community representing the complete agro-food chain
- ✓ Europe's logistics hotspot and largest food hub
- ✓ Online
- ✓ 5 Credits
- ✓ Written Exam Assessment

International Taxation in Europe

- ✓ Tax principles which are in practice in Europe are covered in this module and help develop a basic understanding of the conditions of doing business in this region.
- ✓ On Campus
- ✓ 5 Credits
- ✓ Written Exam Assessment