

Minor: Doing Business in and with Europe

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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)

Project: Establishing Business Opportunities in Europe

- ✓ European Business Developments
- ✓ How are major developments reshaping industries, organizations, and business practice across Europe?
- ✓ Students choose one major development to research in groups
- ✓ 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