

This module consists of four weeks and the main goal is to introduce the students to the European Union and to the culture of the countries (regions) that they are most interested in and/or will do international projects in.

Week 1

Block 3 will start off with a week of lectures about Europe with a particular focus on the institutions that run the European Union and what effect the policies of the EU have on business. After the lectures on the European Union, the scope will shift to introduce and explain the various Capitalist models in Europe, most of which are also prevalent in other parts of the world.

Week 2 and 3

Starting in week 2 the students will be divided into several groups based on their previous choice of region of interest. In these two weeks the students will be introduced to the history, culture and various systems (political, economic etc.) that are relevant for the present organizational culture of the particular region. During these two weeks of lectures you will also be thought by the IBC lecturers on how to write persuasively which will help you in making a good cultural documentary video (see assessment).

Week 4

The last week of this block will be focused on the assessment for this but also other modules from previous blocks. For this module during week four the students will need to finalize their cultural videos which will be presented and evaluated.

Module learning outcomes:

- European Affairs
 - Explain the creation of the European Union and the impact of its main policies to business.
 - Develop an understanding about the impact of the European Union on businesses and individuals on individual countries and across borders.
 - Explain the structure and functioning of the Single Market relating it to individuals, businesses and international trade.
- Intercultural Readiness
 - Demonstrate understanding of one's own culture predispositions
 - Demonstrates ability to reflect on personal behavior regarding cultural differences
 - Being able to discuss cultural differences in a classroom
 - Reflect upon culture aspects of working in a group
 - Show the ability to work with other cultures, show understanding of different points of view
 - Demonstrate awareness of the stereotypes and differences in non/verbal communication in different cultures
 - Being able to discuss cultural differences in a classroom
 - Understand the difference between low and high context cultures and direct-indirect communication

Assessment

The students will be divided in groups of 4 and will make a short documentary video which will show the relationships between the institutions, culture and systems of the chosen country / region and compare these to the European institutions. The video will be finished and uploaded on the first day of week 4.

As part of the process of making a video, a script will be provided by the students on the first day of week 3. The script will consist of two pages and will describe in some detail the content and process of the documentary video.