

European Summer Study Programme

Summer 2015

Date: 14th June – 18th July 2015

Cost: £4,400 tuition fees

Locations: UK, Czech Republic, Spain and France

This long running and highly successful five week programme is uniquely designed to help any recent non-European graduate or young manager gain an understanding of the European political, economic and social environment. It is an essential knowledge for future managers who wish to develop a career in international management.

The programme mixes teaching and coursework which is supported by company visits and gives delegates the opportunity to gather first-hand information from managers and experts from large international firms.

The modules

It is a cross-disciplinary programme split into two course units that are delivered in **Manchester Business School and designated centres in Prague, Barcelona, Montpellier and Dijon**. Students will benefit from the expertise of a diverse mix of internationally renowned MBS faculty, associated faculty and consultants. These course units are supported by company study visits across four countries. This course makes a broad distinction between organisational, European and international contexts. Students will explore what is involved in collaborating effectively within and across such different contexts.

Course unit one – The European Business Environment

This is a taught course that includes a wide range of topics:

Part 1: The European Union

- The Rationale behind the establishment of the EU
- The institutions and decision making of the EU
- Major policies of the EU and their implementation
- Single market achievements and challenges
- The Economic and Monetary Union (EMU)
- The financial crisis and the consequences on the Euro area
- The ECB roles and policies during the crisis; comparisons with other major central banks and perspective for the future

Part 2: Review of a few specific countries in the EU

The Czech Republic

- a) Doing business in the Czech Republic
- b) The economic crisis and its impact on the Czech Republic

Spain

- a) The economic crisis in Spain
- b) Being an entrepreneur in Barcelona

France

- a) The French economic environment
- b) The Euro crisis and its impact on the French economy
- c) Doing business in France

Part 3: The EU and globalisation

- The challenges of European firms in the globalised economy
- The challenges of foreign firms in the EU market

At the end of the coursework, each student will be examined by a multiple choice paper. The duration of the examination will be two hours. Students will also be assessed on their attendance at and contribution to lectures (equivalent to three USA credits).

Course unit two – The European Business Project

The team project provides an opportunity to apply all that has been learnt over the previous four weeks in the classroom and during the visits. Site visits may include:

Skoda
Krusovice Brewery
DAMM S.A.
MRW
CERMEX
SBM
OECD

The purpose of the project is to develop an ability to analyse industrial sectors in different European countries, compare and contrast sector structures and organisations in different countries and discuss investment strategies for foreign firms making major investments in Europe.

A number of sectors to choose from are offered and small teams (5 or 6 students) carry out the project. Structured research should be carried out by each team, and to this end a series of compulsory workshops are provided to guide the group work towards required outcomes.

At the end of the project, each team will submit make a forty minute presentation (including questions) and provide a 6,000 word report of their findings (equivalent to three USA credits).



The University of Manchester
Manchester Business School

Key benefits

- The course prepares future managers who aspire to develop a career in international business.
- The nature of the course means that delegates benefit from a multi-cultural learning experience and opportunities to network with fellow delegates.
- Delegates gain hands-on experience from the business project to take directly to interviews.
- The project-based approach at Manchester Business School is a rewarding way to learn.
- Students have the opportunity to gain degree credits added to their final degree mark in their home country.
- They are eligible to become an Alumni of Manchester Business School with all pertinent benefits.
- They are seen to gain greatly in maturity

Programme Hours

Students are expected to undertake:

- 60 hours of compulsory class-based teaching and tutorials.
 - 20 hours of supporting site visits and 40 hours of self and group study
- **An equivalence of 6 American credits**

Practical information for Registration

1. Email to ask for application form to: marie-claude.witcombe@mbs.ac.uk
2. Following reply, pay a non-refundable on-line deposit by 1st May: £1,400
3. Balance to pay on-line by 15th June 2014: £3,000

Total: £4,400

The course fees include:

- Tuition fees and company visits and guided tours
- Air and coach transport from one country to another
- Bed and breakfast accommodation in twin rooms

They do not include:

- Transport to and from the participants' country
- Meals
- Living expenses and leisure time