

Project: Internationalisation Strategy – Expand into/in Europe

Students are required to work on an assignment regarding the internationalisation of a company into or in Europe. This activity is supported by lecture material, research skills workshop, cases, company visits and group discussion.

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.

Cross Border Business Development Research Project

This module offers students the opportunity to work (in a small group) on a research project which is connected to the activities of the Cross-Border Business Development Lectorate. A limited number of students can participate - you have to apply to the lecturer directly.

European economics, trade and law

Fundamentals of the macroeconomic, legal and trade environment for business in Europe are taught through lecture. The module is finalised with a written exam.

International taxation

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. This module is finalised with a written exam.

Fresh supply chain and logistics (Euregion focus)

Supply chain principles and how they apply in the Euregion are taught through lecture. This module is finalised with a written exam.

Marketing in Europe

Marketing as it is practiced across the European region is taught through lecture. This module is finalised with a written exam.

Current Affairs in Europe

This module is designed to encourage students to familiarise with current affairs in the areas of business, economy and society specifically in Europe. In an interactive, tutorial setting students will be stimulated to identify and research current news items with a view to developing key research, assimilation and communication skills.

Sustainability in European Business

This module is about the impact of sustainability on European Business and what companies can do to become sustainable.