

## Business Environment: Germany

### Syllabus

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Class Hours: To be determined (TBD)  
Office Hours: TBD

#### I. TEXTBOOKS, ETC.

Required: Craig, Gordon A. *The Germans*. Penguin Books, New York, 1991 (only as a basic and initial reading).  
Required: Journal articles as assigned.  
Required: *Spiegel-Online* (available in English); *Der Spiegel special (International Edition)*, e.g.: *The Germans*, Hamburg, April 2005 (Germany's most famous weekly magazine); website *dhm.de* (the milestones of German/European/world history since 1871 in English & German language).  
Recommended: *The Economist*; *Der Spiegel*; *Die Wirtschaftswoche* (current issues; library or subscription).

#### II. PURPOSE OF COURSE

This is a required course in the GlobalMBA program. The purpose of this course is to familiarize students with the business environment in Germany through reading and discussion of business topics, as well as through organized visits to various companies. The course will help students to identify those aspects of the German/European/overseas business environment that make the past and present German situation and market unique.

#### III. LEARNING OBJECTIVES

Upon successful completion of the course, the student will be able to:

- Describe the business environment in Germany on the background(s) of German (socio-economic, political and cultural) history.
- Compare and contrast the business environment of Germany with those in the United States, Poland, and China
- Demonstrate the ability to research a market and/or company and present that research in a concise, engaging format

#### IV. COURSE REQUIREMENTS

The course consists of both standard classroom activities and visits to businesses.

Business visits consist of several visits to companies. Attendance and active participation is required of all students. Business attire is required. These visits include discussions with top-level executives and/or PR officials, as well as plant tours. In order to prepare properly for these visits, a team of students will research the company and present their findings to the class during the week before the visit. A different team will lead a post-visit debriefing session.

In addition to presentations about companies, classroom activities include reading assigned material and being prepared to discuss that material in class every day. Both general readings and current periodicals are required. Every student is expected to bring at least one relevant article from *Der Spiegel*, *The Economist*, *The Wall Street Journal* or other business periodical for discussion each class day. Articles should highlight some aspect of the German environment, and the student should be prepared to explain how.

Your class participation grade is ultimately subjective, based on my perception of what you have contributed to the class discussions. You have the opportunity to influence my opinion during class, but not after the grade has been awarded. I will provide you with input regarding your participation periodically. If you want to discuss your participation grade (or how you can improve your participation), please feel free to see me at any time. If you are concerned about your ability to participate fully in discussions, I will be happy to try to help you become more comfortable. Just ask. Reading a publication such as *Der Spiegel* or *The Economist* or *The Wall Street Journal* regularly will help you in this endeavor.

The course will include one midterm and a comprehensive final. In addition to classroom lectures, exams will cover all assigned reading, current business news, and material from business visits.

#### V. GRADING

Students will earn grades according to the following scheme:

Midterm examination	25% of final grade
Classroom participation	25% of final grade
Business visit participation	25% of final grade
Final examination	25% of final grade

Grades are assigned on a 10-point scale: 90-100=A, 80-89=B, 70-79=C, 60-69=F. No +/- grades will be used, nor will a D grade. Any exam or project turned in late will be penalized at the rate of 25% per day against the maximum value of the work. *This penalty applies regardless of the legitimacy of the excuse.* In particular, computer and printer problems, whether hardware or software, will not get you any special treatment. There will be no exceptions. Plan ahead and don't procrastinate.

#### VI. ACADEMIC INTEGRITY

Working together is a wonderful way to learn, and your instructor encourages it. You may (and should!) work with others in this class on any activity except examinations. All examinations, whether in-class or take-home, must be individual efforts.

Plagiarism is taking someone else's work and passing it off as your own. Plagiarism includes taking phrases, sentences, or paragraphs from someone else's writing and using them in your own writing without providing true attribution of their source. Avoiding plagiarism, of course, does not mean neglecting to conduct solid research. It is appropriate to read what various scholars and experts have learned about an issue before you form your own conclusions about it. However, you must ensure that you understand the literature. At a minimum, students should rephrase the literature's content, rather than quoting it verbatim. This practice also helps to ensure student understanding of the issue, as you cannot write intelligently unless you do know your subject. Another way to avoid plagiarism is to ensure that you utilize a large number of sources, so that your knowledge goes beyond that of any particular book or article.

The internet now provides students with the opportunity to purchase term papers or otherwise copy someone else's work. Turning any work that is not your own is a violation of academic integrity.

With regard to these and all other issues of academic integrity, students are also expected to adhere to the code of conduct as outlined in the UNF catalog. Anyone caught violating the academic integrity code will be disciplined fully.

#### VII. STUDENTS WITH DISABILITIES

In Germany: In case you feel eligible for additional help (according to German legislation and in the same way as all our students with disabilities)—please inform Mrs. Schall ([dagmar.schall@fh-koeln.de](mailto:dagmar.schall@fh-koeln.de)) ahead of your arrival. In the USA: If you have a disability, as defined by the Americans with Disabilities Act (ADA), which requires a classroom accommodation or auxiliary aid(s), please inform Dr. Steagall of your needs during the first week of class so that he may take appropriate action. You should also notify the Office of Disabled Services Programs at 620-2769 concerning any needs you may have.

#### VIII. CLASSROOM ETIQUETTE

Students are expected to remain polite during classroom discussions and business visits. Even during heated debates, you must treat your classmates with respect. Violation of this policy will result in a reduction of your class participation grade. For example, you should not make derogatory remarks about your classmates' ideas. Instead, explain why you think they are wrong, backing up your viewpoint with sound economic analysis and refrain from personal attacks. Another example is being quiet while someone else (including your instructor!) has the floor.

You may *not* use cellular telephones or pagers in class. If you bring them to class, the *must* be turned off. If there is an emergency situation that requires you to have an active telephone or pager in class, you *must* notify your instructor *in advance* begins that your equipment will be turned on. In such cases, pagers (and cell phones, if possible) should be set to vibrate, not to sound an alarm. Violation of this policy will result in your being asked to leave the classroom for the remainder of the period. Repeated violations will be reported to the appropriate UNF authorities and will result in disciplinary action.

IX. TENTATIVE COURSE SCHEDULE (To be determined)