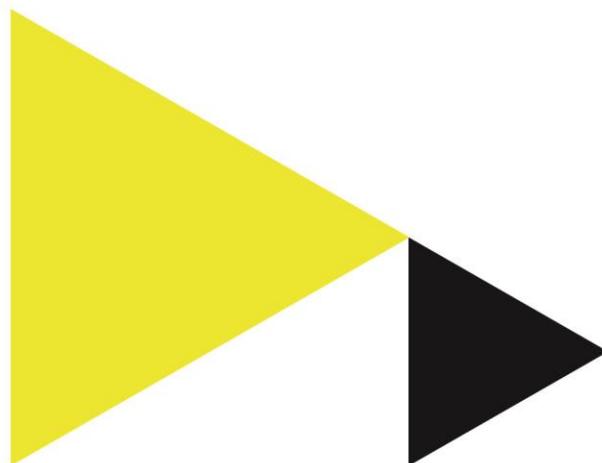


European Business Skills

Course Guide

AUAS Summer School
2022



European Business Skills

Course Guide

Lecturers

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Department

AUAS Summer School

Course dates

4 July 2022 – 15 July 2022

Version 1.0

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Course overview

Introduction

During this course you will be equipped with cultural, legal and political insight and knowledge of the EU. You will be provided with do's and don'ts to strengthen your position in negotiations, to communicate effectively across cultures, and to make sound business decisions. And be empowered to use the opportunities the EU affords whilst avoiding the pitfalls.

Target audience

You are a student in a bachelor's or master's degree programme, or are a professional already working. You are prepared to join an internationally diverse class. You have a good command of the English language at upper intermediate level – B2 in the Common European Framework of Reference.

The EBS Summer Course is open to:

- All students at Bachelor or Masters level
- Students from partner universities of the Amsterdam University of Applied Sciences (AUAS)
- Students from the Amsterdam University of Applied Sciences (AUAS)
- Students from the AUAS Honours Programme
- Professional individual participants with a non-educational background are also very welcome to join.

Course details

Author(s)	<u>Anne-Sophie Andela</u>
Module ID	8700EBS_17
Academic year	2021-2022
Course dates	4 July 2022 – 15 July 2022
ECTS	4 EC for standard two weeks programme or 6 EC for two weeks + extra assignment
Course level / entry requirements	Suited for undergraduate students (year 2 and above), graduate students, and professionals. Undergraduate level (year 2 and above) with a good command of the English language at upper intermediate level - B2 in the Common European Framework of Reference.
Study load	80 contact hours + 40 self-study hours for 4 EC programme / 60 self-study hours 6 EC programme
Assessment	Project and reflection report
Type of diploma	Certificate
Course website	<u>European Business Skills - AUAS (amsterdamuas.com)</u>

Course contents

In this module you will develop your 'soft skills' to communicate in an international and intercultural environment. You will experience how the EU is managed and become aware of what works (and what doesn't!).

Join students and lecturers from Amsterdam and abroad for concise and upbeat lessons offering precise advice on how to behave professionally in the European Union. A two-day field trip to Brussels, the 'capital of the European Union', to visit the European Parliament and the European Commission is included for learning 'in action'. You will also be introduced to Dutch culture and will visit beautiful places in Amsterdam, discovering the DNA of the city.

Topics:

Successfully doing business in the EU

- The EU today: history, background, impact on national sovereignty, current issues (e.g. Brexit, EU referenda, ground-breaking mergers)
- EU institutions, legal framework, & competition law (cartels, abuse of a dominant position, merger control)
- Cross cultural communication
- The role of Philosophy (ethics, rhetoric), Art, & Culture
- Networking

Learning objectives

During the summer course European Business Skills:

- You will gain a thorough understanding of the cultural, legal and political context of the EU today
- You will familiarise yourself with the key principles of European cross cultural communication
- You will learn how philosophy and art relate to business, culture and identity
- You will learn how to speak with truth and conviction to get your message across
- You will learn how to charge your network and make it work to reach your goals

Learning activities

The course is run as a project. In mixed-nationality teams you will prepare and present several assignments on chosen and/or assigned topic(s) on material as covered in lectures and specified in assignment instructions. You will use various sources and multimedia (e.g. newspaper and magazine articles, films, documentaries, interviews on YouTube), as well as conduct interviews to gather information.

The interactive teaching methods will enable you to develop your research, critical thinking, presentation and writing skills. You are encouraged to participate in discussions and to argue and defend your position on issues with other students. Besides this, you will also write a personal reflection report of approximately 600 to 750 words.

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Extended 6 EC version

For students who need 6 EC in order to transfer their course back to their home university we offer an opportunity to acquire an additional 2 ECTS with our special extended version. This means you will attend the two-week course and, after finishing the course and returning home, work on the extra assignment under online guidance of one of our lecturers. You can hand-in your assignment up to 4 weeks after the course ends (by e-mail).

Lecturers

Anne-Sophie Andela

A lawyer by profession, Anne-Sophie Andela has been affiliated with the AUAS and specifically the Amsterdam School of International Business since 2006. She is a lecturer of International Trade & Commercial Law and European Law. She co-developed Art | Business | Culture and Current Issues in Business (on business ethics, globalisation issues, and current affairs). She is especially interested in the social context of business: the interface with politics, economics, law and ethics. She believes in development that empowers the practical hands-on, can-do business professional.

Before joining AMSIB, Anne-Sophie Andela practised law in Rotterdam with the predecessors of international law firms Simmons & Simmons and Loyens & Loeff. As company lawyer and management trainee at ABN AMRO Bank N.V.'s headquarters in Amsterdam, Ms Andela dealt with insolvency law and special credits. She also participated in the British Council's European Young Lawyers' Scheme in London, which included secondments with solicitors Clifford Chance and barristers' chambers in the Temple.

Ms Andela studied English, Spanish, political science and history on a NACEE/IIE scholarship at the University of Oregon for a year before obtaining her Master's Degree in Dutch Civil Law at the University of Amsterdam. As a Chevening scholar she attended King's College London from which she holds a Master's Degree in International Business Law (LL.M.). She also obtained a diploma in comparative law from the University of Strasbourg. She studied Introduction to Common Law at the University of Exeter and several Spanish courses at the UNAM in Mexico City. Ms Andela speaks Dutch, English, Spanish, French and German. She loves the arts, plays several instruments, and during her summers she attends the Dartington International (Music) Summer School.

Study programme

Week 1	
Day 1	8:00 - 9:00 Registration @ Wibauthuis (WBH) 9:00 - 10:00 Opening Summer school @ WBH 10.00 - 12.30 Introduction European Business Skills 12:30 - 13:30 Lunch 13.30 - 17.00 The EU Today I - history, background, impact on national sovereignty, current issues 17:00 Welcome drinks
Day 2	9.30 - 12.30 The EU Today II - Institutions & legal framework 12:30 - 13:30 Lunch 13.30 - 15.00 The EU Today II - Institutions & legal framework (cont'd) 15.00 - 17.30 Amsterdam Art Walk* – on location
Day 3	Brussels European Union excursion (date not fixed yet)
Day 4	Brussels European Union excursion (date not fixed yet)
Day 5	9.30 - 12.30 The EU Today III - EU Competition Law & Merger Control 12:30 - 13:30 Lunch 13.30 - 15.00 Cross cultural communication; Hofstede/Trompenaars; Hofstede Insights.com 15.00 - 17.30 – Philosophy, Art & Culture I – Identity & Culture
Week 2	
Day 1	9.30 - 12.30 Team Assignment EU 12:30 - 13:30 Lunch 13.30 - 17.30 Philosophy, Art & Culture II – Masterpieces Intro
Day 2	09.30 - 12.30 Philosophy, Art & Culture III in/& Amsterdam 12:30 - 13:30 Lunch 13.30 - 17.30 Philosophy, Art & Culture IV - Ethics and rhetoric & Corporate Culture
Day 3	9.30 - 12.30 Perspectives on Entrepreneurship 12:30 - 13:30 Lunch 13.30 - 17.30 Amsterdam Architecture Walk
Day 4	9.30 - 12.30 Selfstudy - reflection paper (& assignments as appendices) 12:30 - 13:30 Lunch 13.30 - 17.30 Final presentations & hand in reflection papers;
Day 5	09.30 - 12.30 Art Business Culture - on location 12:30 - 13:30 Lunch 13.30 - 16.00 Final lecture – wrap up 16:00 Certificate ceremony 17:00 Farewell drinks

Assignments & assessment

Assignments / Tests	Weight (%)
Project	50%
Reflection report	50%
Total	100%

Study materials and recommended further reading

Reading material

Recommended reading and viewing as specified in assignments and through the digital library: <http://lib.hva.nl>. Additional materials may be provided or will be available on open source (e.g. articles, films, documentaries, lectures and interviews on YouTube).

Contact information

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