**Competitiveness Challenges of the New Europe**

Spring 2018

Prof. Lidija Polutnik

Westgate Hall #107, Tel: 781-239-4211

E-Mail: [polutnik@babson.edu](mailto:polutnik@babson.edu)

*Course Objective*

” Competitiveness Challenges of the New Europe” course explores competitive and strategic dimensions of companies in the context of the EU, its institutions, its history and culture and its present reality. This course builds on the core economics and global strategy courses by taking a deeper look at strategies of companies doing business in the EC. It also examines emerging trends, opportunities and challenges for business and business creation in Italy and in the EC in light of its comparative advantage, and current economic and political pressures and events. Last but not least, Italian business is well known for luxury—niche products and this course will explore sources of competitive advantage for luxury brands, and sustainability challenges of luxury brands in global markets.

We will be based in Milan, the main financial and business center of Italy. Several prominent faculty from *Bocconi University,* ranked as one of the top business schools in Europe, will deliver lectures in this program. We will visit 5 or more Italian as well as global companies to study the context of doing business in the EC.

**Important course dates:**

Pre-departure Session 1: February 16 5-9pm TBD

Pre-departure Session 2: March 2 5-9pm TBD

Travel Dates: March 16 (arrive to Milan March 17) to March 25

Debrief session: March 24, Saturday 9-11am

Course Prerequisites: ECN7200 (Managerial Economics), ECN 7201 (Managing at the Crossroads: International Economics, Business and Government)

*GRADING*

Pre-departure attendance and participation 10%

Company Visit Reports 25%

Final Paper 40%

On-site: Class participation/professionalism\* 25%

TOTAL 100%

*Final Paper.* Students are required to complete an 8-14 page paper. The major course deliverable is a term paper on any EU competitiveness challenge, operational, policy, or strategy issue of the student’s choice. Students are encouraged to choose a topic of special interest to them from either a career perspective or area of interest. The purpose of this work will be to provide the student with an opportunity to explore an in-depth topic, and to integrate the learning that will take place in and out of the classroom.

**Students will be asked to submit their papers electronically, using the software *Turnitin.***

Students will be required to submit a *preliminary outline* of their proposed paper by March 30 at the latest, and the instructor will work with the student to refine and finalize the topic. Final paper topics must be approved by the instructor.

The paper is due on Monday, **April 9** and represents 40 percent of the grade. Late submissions will be downgraded.

*Proper referencing and citations in assignments:* In case you need guidance in citing and referencing please check the Citing Sources Guide:  [**http://libguides.babson.edu/citing**](http://libguides.babson.edu/citing)**.** Besides examples for standard things like journal articles and books, it also provides examples for citing reports, company profiles, data sets, etc.  You can also access this guide from the  [home page of the library website](http://www.babson.edu/Academics/library/Pages/home.aspx).

*Course Blackboard Site and Resources:* The class Blackboard site will consist of readings and any class documents and will provide information on background readings and other announcements.

In addition, the Babson College library maintains a research site for this course: please check under: **European Union** or use the link:[**http://libguides.babson.edu/europeanunion**](http://libguides.babson.edu/europeanunion)

This site provides information on publications and data sources, including several links to statistical and informational websites dealing with competitiveness issues in EC. The site provides a good starting point for your paper.

Also, you can book research consultations with one of our librarians, these can be done via WebEx and appointments are available EST Monday – Thursday 11 a.m. – 7 p.m., Fridays 11-5, no weekends. To book an appointment, you need to use the *booknow* link which is on the Library home page.  Our librarians are very knowledgeable and helpful.

*Office Hours:* By appointment.

**CLASS PARTICIPATION EXPECTATIONS**

* Preparation – completing daily class assignments before class, preparing readings and cases (if any) to the extent that you are able to discuss them competently
* Participation – voluntary participation in class discussion, raising pertinent questions, completing in-class exercises
* Professionalism – arriving on time, paying attention, refraining from electronic distractions, treating classmates and professor with courtesy and respect

**CLASS PARTICIPATION GRADE CRITERIA**

A class participation grade of B+/B indicates that a student is prepared and makes appropriate and useful contributions to class discussion.  A- grade shows that a student’s contributions significantly extend the analysis or discussion and A indicates that a student’s contributions profoundly shape and/or alter the learning experience of the class.  Lower class participation grades show a student who is not prepared and whose contributions add little or no value.

**SERVICES FOR STUDENTS WITH DISABILITIES:**

Any student who qualifies for accommodations based on the impact of a disability should contact your program advisor privately and in a timely fashion to discuss his or her specific needs. In addition, students must also contact the Manager of Disability Services at 781-239-4508 or in Hollister Hall to coordinate reasonable academic accommodations. <http://www.babson.edu/undergraduate/advising-and-support/disability-services/Pages/default.aspx>

**ACADEMIC HONESTY AND INTEGRITY POLICY:**

*Commitment to Academic Integrity* **–**Every member of the Babson graduate community is expected to uphold the principles embodied in the academic honesty and integrity policy. All members of the College community –students, faculty, and staff share responsibility to bring forward known acts of apparent academic dishonesty. Any member of the academic community who witnesses or otherwise becomes aware of an act of academic dishonesty should report it to the appropriate faculty member or to the Associate Director of Graduate Student Affairs in Graduate Programs and Student Affairs. Detailed information can be found in the graduate student handbook. You may download a copy by clicking on the link below.

<http://www.babson.edu/graduate/Documents/graduate-student-handbook.pdf>

**RELIGIOUS OBSERVANCES:**

Any student who faces a conflict between the requirements of a course and the observance of his or her religious faith should contact the instructor as early in the semester as possible. In such event, the instructor will provide reasonable accommodations that do not unduly disadvantage the student.