



CIEE Global Institute – Berlin

Course name:	German Business in a European Context
Course number:	BUSI 3002 BRGE / INRE 3001 BRGE
Programs offering course:	Berlin Open Campus (Business Track)
Language of instruction:	English with Key Terms in German
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2018

Course Description

What is the secret to the robust German economy? How does Germany manage to “ride out the storm” of the euro crisis and remain a stalwart of European export power? Can Germany continue to maintain its traditions of quality and innovation in the face of increasing global competition? This course addresses these questions, examining the structure and dynamics of German business and the German economy, as well as topics such as government regulation; the “shape” and sectors of the German economy, including a very brief overview of the history of the German industrial revolution; capitalism vs. socialism during a divided Germany; the “Economic Miracle” of the 1950s, and challenges of reunification and modern developments; the role of trade unions in shaping the economy and economic policy; the German education and training system; the German economic relationship to the EU, with specific attention paid to the euro crisis; and the German place in the global economy.

Learning Objectives

By the end of this course, students should be able to:

- Describe the structure of the German economy, its dominant sectors, strengths and vulnerabilities using statistics, numerical analysis and diagrams
- Contrast three economic systems: American / UK Capitalism; German Capitalism; Socialism – demonstrate knowledge of three key contrasts



- Discuss the dynamics of the German economy in relationship to its neighboring European states and the European Union
- Demonstrate knowledge of five major German economic events and their impacts
- Describe three dominant German business practices and compare these practices to common American practices
- Outline the structure of the German education and training system and discuss how this system influences German business practices
- Outline the structure and influence of German trade unions and discuss how this system plays an important role in the German economy
- Name three major effects of reunification on the German economy and how these dynamics have played out over the past 20+ years
- Demonstrate knowledge of the German export economy and why this is both a strength and weakness for Germany in the global economy

Course Prerequisites

None, but an introductory-level course in statistics is helpful.

Methods of Instruction

Lecture and discussion to be complemented by guest speaker(s) representing Berlin-based companies and government agencies.

Assessment and Final Grade

Assignments Based on Readings	15%
Quizzes	15%
Midterm Exam	15%



Final Paper	20%
Final Exam	20%
Class Participation	15%

Course Requirements

Assignments Based on Readings

Questions based on readings will ensure that students engage with the materials of the course and apply the lessons therein. Written assignments should demonstrate an understanding of the concepts, lessons and implications of the readings.

Quizzes

These are concentrated in-class writing exercises asking the student to phrase succinct answers. They allow students to gage their comprehension of the assigned readings.

Midterm and Final Exams

The exams test comprehension of key concepts and mastery of factual information.

Final Paper

A 2,000-2,500 word research paper will be due at the end of the term. Subjects are to be approved by the instructor based on an outline / proposal developed and submitted halfway through the term. Papers should focus on an important element of the German economy or business practice / trend and need to be based on original research, secondary sources and thoughtful analysis.

Participation

As part of your work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.



Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course sessions will also result in a lower final grade.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.



Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade
More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion

•

Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

- Week 1** The German Empire (1871-1918) – Focus on the “Welfare State”
- Week 2** The Interwar Period (Weimar Republic) – Focus on “Monetary Policy”
- Week 3** The Period between WW2 and Reunification – Focus on “Labor and Unions”
- Week 4** Germany and the EU; Part I – Focus on the “Global Surrounding; Economy, Law and Society”
- Week 5** Germany and the EU; Part II – Focus on the “Markets, Business Modell and Value Chain’s”



Week 6 Germany the European Future – Focus on “Innovation and Disruptive Technologies”

Readings

Textbook

Siebert, Horst, *The German Economy: Beyond the Social Market*, Princeton University Press, 2005.

Additional Readings

Craig, Gordon A., *The Germans*, Plume, 1991.

Florida, Richard *The Rise of the Creative Class – Revisited: 10th Anniversary Edition – Revised and Expanded*, Basic Books, 2012.

Nees, Greg, *Germany: Unraveling an Enigma*, Nicholas Brealey Publishing, 2010.

Pinder, John, *The European Union: A Very Short Introduction*, Oxford University Press, 2008.

Krogerus and Tschäppeler, *The Decision Book – Fifty Models for Strategic Thinking*, Profile Books, 2008.

Schulze, Hagen, *Germany – A New History*, Harvard University Press, Cambridge, Massachusetts, 1998.

Online Resources

Gethard, Gregory, *The German Economic Miracle*

<http://www.investopedia.com/articles/economics/09/german-economic-miracle.asp>



Henderson, David R., *German Economic Miracle*

<http://www.econlib.org/library/Enc/GermanEconomicMiracle.html>

Hintereder, Peter & Orth, Martin, *Facts about Germany – Strong economic hub in the global market*

<http://www.tatsachen-ueber-deutschland.de/en/economy/main-content-06/strong-economic-hub-in-the-global-market.html>

Michel, Heiner, *Co-determination in Germany: The Recent Debate*

<http://www.uclouvain.be/cps/ucl/doc/etes/documents/WDW004.pdf>

Petersen, Stephan, *Germany Business Etiquette and Culture*

<http://www.executiveplanet.com/index.php?title=Germany>

Rattner, Steven, *The Secrets of Germany's Success: What Europe's Manufacturing Powerhouse Can Teach America*

<http://www.foreignaffairs.com/author/steven-rattner>

Watkins, Thayer, *The Economic History of Germany*

<http://www.sjsu.edu/faculty/watkins/germany.htm>