

*Texas A&M University  
Mays Business School  
IBUS 456: European Business & Cultural Environment  
SPRING 2012*

Sally C. Guyton  
Senior Lecturer  
Department of Finance  
Office Hours: Wehner 351 L, MWF 11:30 – 1:30  
Tel: 845-4867  
Email Address: [sguyton@mays.tamu.edu](mailto:sguyton@mays.tamu.edu)

**Course Objectives and Learning Outcomes**

The goal of this course is to provide an overview of Europe's business and cultural environment, which will (1) enable you to interpret and respond to developments in Europe's economy, (2) provide you with an understanding of Europe's business culture, (3) let you explore the differences among the various countries' governments, (4) have you study the basic history timelines of the countries, and (5) have you study the ongoing European Economic Crisis.

**Course Content**

The European Business & Culture program is a field-study based course, which examines the culture, government, history and economy of Western Europe. Once a solid foundation of knowledge is obtained, the students will further study how the economic crisis of 2008 has affected each country, what part each country played in the crisis, and what each country has implemented to make sure such a crisis does not occur again.

**Course Prerequisites**

Each student must be of junior-level standing or higher.  
Finance 341 (or 409) is highly recommended.

**Readings**

**Required:**

*Understanding the European Union* – McCormick

**Highly Recommended Readings:**

*The Economist*

*Business Week*

*Wall Street Journal*

**Operating Plan**

1. Given the field trip-oriented nature of the course, it is vital that you attend all class regularly to achieve course objectives.
2. Current events related to Europe will be discussed in class, along with handouts.
3. You will work as groups to research the history, government, culture, economy and current events related to the business environments within Europe.
4. Business visits will be arranged during the visit to Europe.
5. You will write a 10-page report that examines Europe's role in the 2008-2011 economic crisis.

**Grading Policy:**

|                  |                 |
|------------------|-----------------|
| Exam             | 30%             |
| Research Project | 40%             |
| Research Paper   | 30%             |
| Grade Ranges:    | A     90 – 100  |
|                  | B     80 – 89.9 |
|                  | C     70 – 79.9 |
|                  | D     60 – 69.9 |
|                  | F     0 – 59.9  |

**ADA Statement:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services (<http://disability.tamu.edu>) Department of Student Life, Room B118 Cain Hall, or call 845-1637.

**Academic Integrity Statement:**

“An Aggie does not lie, cheat or steal, or tolerates those who do.” Upon accepting admission to Texas A&M University, students immediately assume a commitment to uphold the Honor code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Ignorance of the rules does not exclude any member of the Texas A&M community from the requirements or the processes of the Honor System. For additional information please visit <http://www.tamu.edu/aggiehonor/>

**Attendance Policy and Course Approach**

It is mandatory that you attend all classes and field trips and be ready for discussions based on assigned readings and current global events. The class will generally commence with an analysis and discussion of Europe’s current economic and political issues. You are required to read financial periodicals regularly, (e.g., *Financial Times*, or *The Wall Street Journal*, *The Economist*, or *Business Week*), in order to follow closely the changes taking place in Europe and the global business environment. It is therefore imperative that you attend classes regularly, in body and in mind.

**About your instructor**

Sally Guyton is a Senior Lecturer in the Department of Finance at Texas A&M University, and is responsible for coordinating and teaching Finance 341 and 409. She has a B.A. in Geography from The University of Texas (Austin), a B.A. in Education from The University of Texas (Austin), and an MBA from McCombs School of Business at The University of Texas at Austin. Ms. Guyton has been teaching at Texas A&M University since 1993, and has earned a number of teaching awards as well as being chosen as both a Fish Camp Namesake and a T-Camp Namesake.

Ms. Guyton has developed an interactive student lecture guide to accompany *Fundamentals of Financial Management* written by Brigham and Houston. This guide is now used at a variety of universities and will be published by Cengage as a supplement to the textbook this coming semester.

Prior to joining TAMU, Sally Guyton taught finance and statistics for six years at Texas State University in San Marcos, Texas, and statistics for a year and a half at The University of Texas (Austin). She taught a variety of geography classes at Anderson High School in Austin, Texas, before finding that she had a real passion for finance and beginning her MBA.

In 2001, Ms. Guyton led a 6-week study abroad program with 36 students that was based in Dijon, France. The students completed Finance 341 (Business Finance) and a European Union elective while living in France, and were able to explore other countries (including Switzerland, Germany, Italy, and England) during the weekends. She then led 2-week study abroad programs in England and Ireland during May of 2004 and in Europe during May of 2011. The students visited a number of companies including Ryan Air and Dell (the plant in Limerick, Ireland). Ms. Guyton has traveled multiple times to Italy. Summer before last she spent two weeks exploring from the Umbria Region down to the southern end of the Amalfi Coast.

**Tentative Course Outline: IBUS 456 - European Business & Cultural Environment**

**Spring 2012 classwork:**

Regular meetings for discussion of group research topics; videos

Group presentations

Exam

10-page report due after we return from Europe