

## PARTICIPANT INSTITUTIONS



Logos are linked institutional website



EUROPEAN NETWORK  
OF BUSINESS SCHOOLS

# CROSS-BORDER BUSINESS IN EUROPE

ENBS INTERNATIONAL SUMMER PROGRAM  
JUNE 14TH TO JUNE 18TH 2021  
1ST EDITION



## WHAT IS ENBS?

The European Network of Business Schools (ENBS) is an exclusive network of universities and business schools based in a wide range of European countries.

Our programmes enable students to acquire an academic management education with a distinctive European Profile, an in-depth understanding of the business environment and culture of other European countries.



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**Established in 1989,  
the ENBS is pleased  
to announce its  
inaugural Summer  
School, taking place  
in June 2021**

## OUR HISTORY

The EMBS (European Management and Business Sciences Consortium) network was created in 1989 by a group of 6 European Universities.

Times change, so do we. That is why in 2016 we became the "ENBS" (European Network of Business Schools) in alignment with the demands of higher education and the business world today.

## OUR CERTIFICATES

The Network jointly awards the "European Network of Business Schools Certificate" to those who completely fulfil all the requirements (graduate or undergraduate).

We also award the Pascal Longequeue prize to those students that show exceptional achievements.

## OUR GOALS

Our aim is to prepare a new generation of managers with the necessary skills to adapt to the growing influence of the European Union on the management of operations in and outside Europe.

Our students develop a high degree of knowledge in business activities taking place within the context of a common European historical, cultural and social background and within an institutional framework.

# COURSE INFORMATION

JUNE 14TH 2021

9.00 - 10.00:

Welcome to the participants (Prof. Mónica Giménez)

10.00 - 14.00:

"The socio-political challenges facing contemporary Europe - selected issues" (Prof. Lukasz Danel)

JUNE 15TH 2021

9.00 - 12.00:

Digital Marketing (Prof. Dean Creevey)

12.00 - 14.00:

"Adaptability skills and communication: a practical approach" (Prof. Mónica Giménez)

JUNE 16TH 2021

9.00 - 10.30:

European Financial Markets (Prof. Matthias Muck)

10.30 - 14.00:

"Adaptability skills and communication: a practical approach" (Prof. Mónica Giménez)

JUNE 17TH 2021

9.00 - 12.00:

"Intellectual Property Protection in the EU" (Prof. Juergen Strauss)

12.00 - 14.00:

"Adaptability skills and communication: a practical approach" (Prof. Mónica Giménez)

JUNE 18TH 2021

9.00 - 12.00:

"Cross Cultural Management: differences between European management models" (Prof. Helga Fouré-Joopen)

12.00 - 14.00:

"Adaptability skills and communication: a practical approach" (Prof. Mónica Giménez)

## HALL OF TEACHERS

- [Prof. Dean Creevey - Technological University Dublin \(Ireland\)](#)
- [Prof. Helga Fouré-Joopen - ESC Clermont Graduate School of Management \(France\)](#)
- [Prof. Juergen Strauss - Aalen University \(Germany\)](#)
- [Prof. Lukasz Danel - Cracow University of Economics \(Poland\)](#)
- [Prof. Matthias Muck - Bamberg University \(Germany\)](#)
- [Prof. Mónica Giménez - University of Alcalá \(Spain\)](#)

Teacher's names are linked to their professional website



[monica.gimenez@uah.es](mailto:monica.gimenez@uah.es)

## ACADEMIC DETAILS

Dates: June 14th to June 18th 2021

Student fee: €25.50

1 ECTS awarded (after course completion)

Fully on-line teaching

Max. 25 students

## COURSE GOALS

The course focuses on improving students competences fostering those skills needed to understand the differences among countries in the business world. Teachers from prestigious universities and business schools will cover legal, financial, strategic... aspects in a transversal way, to offer the participants an integrated vision of main challenges that companies have to face when they are working within the EU (although several questions apply to non EU environment too).

## STUDENT PROFILE

Business and Economic students in general

English B2 recommended

Not recommended for 1st year students