

# STUDY ABROAD

## Foundations of European Business 3 credits

The course introduces students to EU-established policies, EU business basic concepts, principles, management, objectives, and contemporary issues of business organizations. It covers a wide range of topics, including conducting business nationally and internationally, ethics and social responsibility of business enterprises, Greek and European economy, Organizational culture, economy, and society of EU-27, Entrepreneurship, and how to start a new business in the EU, marketing, and consumer behaviorism.



### COURSE OBJECTIVES

This course will:

- Understand and explain core concepts of EU business, including foundational principles, management objectives, and the impact of EU-established policies on business operations.
- Analyze and evaluate the economic, social, and cultural environments of the EU-27 and Greece and their influence on organizational behavior, entrepreneurship, and the broader business landscape.
- Assess the ethical responsibilities and social roles of business organizations in national and international contexts, emphasizing sustainability and corporate citizenship.
- Apply business and marketing strategies, including consumer behavior insights, to real-world scenarios, and demonstrate the ability to plan and initiate a business venture within the EU framework.

### LEARNING OUTCOMES

Upon completion of this course, students should be able to:

- Explain the fundamental principles, objectives, and regulatory framework of business within the European Union.
- Analyze the economic, cultural, and organizational environments of Greece and the EU-27 and their impact on business operations.
- Evaluate the ethical and social responsibilities of businesses operating in national and international contexts.
- Apply key concepts of entrepreneurship, marketing, and consumer behavior to develop and assess business strategies within the EU.

**DATES** June 8-June 26, 2026



in cooperation with



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<https://www.haec.gr/en/study-abroad/overview-programs>