

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA (Hons) Degree in Business Administration with Combined Studies
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	European Business Environment
<b>Course Code:</b>	INB 6210
<b>Course Leader:</b>	Bryan McIntosh
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

Focuses on the economic, political, social environment for business in Europe within this field, it examines the institutional interplay with the European Union, the dynamics between the different Member States and the different policies with direct relevance to businesses operating in the European Union.

**Pre-Requisites:** MGT 4200, MTH 4110, and ECN 4110

### **Aims and Objectives:**

This course aims to provide students an understanding of European Union and to enable students to apply management knowledge to analyze and discuss current issues for business in Europe. Additionally, this course offers course exercises for students to familiarize themselves with presentation skills.

### **Programme Outcomes**

A1, A4, A5

B2, B3, B5  
C1, C2  
D1, D2

A detailed list of the programme outcomes are found in the Programme Specification.  
This is located at the Departmental/Schools page of the portal.

**Learning Outcomes:**

Upon completion of this course, a successful student should be able to

**Knowledge and Understanding:**

1. Develop an understanding of the history and integration of European Union (EU)
2. Understand the implication of the single market and the birth of Euro
3. Develop an understanding of diverse cultural backgrounds of the European labor force
4. Develop an understanding of the influence of the EU in the global economy

**Cognitive Skills:**

1. Analyse the key challenges, management responsibilities and functions of operations management in order to contribute to increases in business performance.
2. Conduct a business analysis for companies operating in the European business environment

**Practical and/or Professional Skills:**

1. Demonstrate how EU institutions and policy areas influence the European business environment
2. Develop and deliver coherent and compelling presentations on operations topics to specialist and non-specialist audiences.

**Key Skills:**

1. Source and utilise relevant information from a range of sources to support critical analysis.
2. Take responsibility for initiating and controlling own work and learning experience, demonstrating a high degree of personal effectiveness in order to manage their own professional development.

**Indicative Content**

- The notion to establish a political and economic union in Europe originates from three European communities that were formed to create economic advantages for members. Students who successfully pass this threshold are required to demonstrate an

understanding of the evolution from European communities to European Union and identify important steps and timeframe in the integration of the EU

- The governing system of EU consists of five major institutions. The minimum requirements to pass this threshold are to name EU institutions, demonstrate the function of each institution in the decision making process and illustrate the concept of main policies. Students are highly encouraged to demonstrate a further discussion of the impact of main policies on the European business environment.
- Students need to indicate objectives to launch the Euro and create the single market along the development of the EU.
- Students are expected to apply the analytic skill and knowledge in management studies to discuss the European business environment from political, economic, legal and technologic aspects.
- Students need to be aware of issues in human resource management that arise from diverse cultural backgrounds in a substantially enlarged EU.
- Students are expected to provide a discussion upon issues and barriers of international trade between the EU and other nations in the global economy.

### **Assessment**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

### **Teaching Methods**

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly lectures will be engaged to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations which are relevant to weekly topics. . Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars.

### **Bibliography:**

#### *Recommended Reading*

- Bomberg, E. and Stubb, A. - The European Union: how does it work?, Oxford press, 2008 (3<sup>rd</sup> edition). ISBN: 978-0-19-920639-1
- Nello, Susan S. – The European Union: Economics, policies and history, McGraw Hill, 2009. ISBN: 978-007711813-6
- McCormick, J. –Understanding the European Union- A Concise introduction, Palgrave Macmillan, 2008. ISBN: 978-0-230-20102-6
- Mercado, S. Welford, R. and Prescott, K.- European Business, Prentice Hall, 2001 (4<sup>th</sup> edition). ISBN: 0-27364600-1
- Bsche, I. and George, S. – Politics in the European Union, Oxford press, 2006. ISBN: 978-0-19-927658-5

- Zeff, Eleanor E. and Pirro, Ellen B., (ed.)- The European Union and the Member States, Lynne Rienner, 2006. ISBN: 978-1-58826-479-4
- Baldwin, R. and Wyplosz, C.,- The economics of European integration, McGraw Hill, 2006. ISBN: 978-0-07711-119-9
- Johnson, D. and Turner, C.,- European business, Routledge, 2006. ISBN: 978-0-41535-135-5
- Rumford, C.,- The European Union- a political sociology, Blackwell, 2002. ISBN: 978-0-63122-618-5

**Journals:**

- Economist
- European Business Journal
- European Business Review
- Financial Times
- Wall street Journal

**Websites:**

- FT [www.ft.com](http://www.ft.com)
- The European Union's official web portal : <http://europa.eu>
- BBC News: <http://news.bbc.co.uk/>
- CNN News: <http://us.cnn.com/>
- The Economist: <http://www.economist.com/>

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry