

MODULE DESCRIPTOR

MODULE TITLE	Business In The European Union		
Module Code	44-6985-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	40% Coursework 60% Examination		
Pre-Requisite Modules (applicable)			
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters YES	Short: 1 semester NO	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- provide students with a deep, topical and stimulating introduction to the European Union from a business perspective;
- introduce students to the main characteristics of the European business environment;
- acquaint students with the institutional and policy frameworks which comprise the European business environment; and
- enhance the ability of students to research and analyse specific contemporary European business issues.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Analyse the purposes of the European Union from a business perspective;
2. Evaluate the distinctive features of the European Union's business environment and the ways these impinge upon European businesses;
3. Analyse the EU's regulatory frameworks for European business;
4. Comment upon discursively the main EU policies affecting business in Europe and the key factors which shape these policies; and
5. Reflect critically upon the principal features of doing business in the European Single Market.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Seminars will provide the opportunity for regular formative assessment and feedback relating to the directed learning components which take the form of set readings on specific topics to be presented, discussed and evaluated in seminars.

The individual written essay forms 40% of the assessed course work and students will receive individual written feedback.

Summative assessment will comprise a 2 hour unseen written examination and will constitute 60% of the total assessment.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	2000 words	No
2	Exam	EX	60%	2 hours unseen	No

4 INDICATIVE MODULE CONTENTS / TOPICS

Introduction

Outline of the lecture and seminar programme. The main features of EU business:

The EU business environment in comparative perspective

- Classifying the EU's business environment: Key features of the EU as an economic formation. Patterns of trade and investment in the EU; comparisons with other regional economic blocs.

Business Policy Making in the European Union

- How policy is made and enforced in the EU. Business implications of the EU's policymaking style. The formal and informal actors in EU policymaking (e.g. the roles of the Commission, Council, the EP, the ECJ, national governments and national and European business pressure groups).

The European Single Market (SEM)

- Principal features. The effects of the single market on business in the EU and upon global business. Merits and defects of the European Single Market.

European Economic and Monetary Union

- The impact of the euro on European and global business. The UK and the euro.

Competition policy in the EU

- Key features and case studies. Strengths and weaknesses.

Trade Policy in the EU:

- Key features and main instruments. The EU as a global trader and as an actor in the global trading system.

EU Social Policy and its implications for business:

- Comparisons with foreign labour markets. Reform issues;

EU enlargement and the wider Europe.

- Implications of admitting new members. Doing business in Central and Eastern Europe.

Business cultures within the EU:

- Definitions and characteristics. A comparison and contrast of the business environments of two member states (e.g. Spain and the UK).

Business Strategies within the EU:

- Company strategies. Examples from selected industries.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER INFORMATION WILL BE AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW STUDENTS' PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW STUDENTS WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION WILL BE FOUND IN THE MODULE HANDBOOK AND ASSESSMENT BRIEFS.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review