

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	RISS Travelling Programme
FHEQ Level:	5
Course Title:	The European Union: Business and Politics (Travelling Programme)
Course Code:	INB 5700
Course Leader:	Parviz Dabir-Alai
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

RISS TRAVELLING PROGRAMME ONLY. The course is designed to provide a comprehensive introduction to current economic, commercial, financial and political developments within the European Union. The course provides an overview of the institutional and regulatory framework within the EU. Emphasis is placed on a consideration of the future of the European Union, the single currency and the scope and direction of European integration. The course investigates the institutions of the EU, its decision-making and administrative machinery and the factual process of European integration in the light of various theories of integration which explain European integration. Furthermore, this course focuses on core topics involving commercial practices and strategies as well as trade and finance in Europe.

Prerequisites: MGT 4200 and ECN 4110.

Aims and Objectives:

This course, by tracing the origins of the post-WWII European Community, aims to provide students with an understanding of the Union itself, including debates

surrounding European economic and political decision-making on issues such as financial stability, interest rates, citizenship, enlargement and governance. The course also enables students to understand the single market and issues of concern for doing business in Europe, such as market research, the media, management diversity, regional diversity, and the role and influence of non-EU actors.

Programme Outcomes:

This course cannot currently be applied to Richmond undergraduate major requirements or to the 120 UK credits required at Level 5. Richmond undergraduates completing this course do so in addition to all other degree requirements.

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

1. Demonstrate an understanding of the history of the European Union and its institutions
2. Understand the main dynamics and driving forces behind European business practices and the European Business Environment
3. Demonstrate an understanding of the dominant debates and issues in contemporary European politics
4. Demonstrate an understanding of the influence of the EU in the global economy

Cognitive Skills

1. Analyse the key political and economic challenges facing the European Union
2. Identify key market concerns for operating a European business environment

Practical and/or Professional Skills

1. Demonstrate how EU institutions and policy areas directly influence the European business environment
2. Develop the ability to present complex political and financial issues in a clear and concise fashion, both written and oral

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:

- Treaties and Agreements and the basis of the EU and the Economic and Monetary Union
- Evolution of the European Union and its Regulatory Framework
- European Legal and Political Developments
- Relevant Commercial Issues such as Finance and Marketing
- Euro and Critical Single Currency Analysis
- European Culture and Identity
- Europe's Governments and Economies: Divided and Integrated

- Current European Issues: Politics, Finance, Economics

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

This is a traveling program, combining academic studies with field trips to institutions and corporations across Europe. Therefore, the teaching methods are primarily based on the academic class-room method (lecture, class discussion, mid-term exam and final exam). However, the lectures, class discussions and journal will also draw on information sourced from the field trips. Attendance and active participation in both classes and visits is essential to gain a comprehensive understanding of all learning materials. Participation is also encouraged because it stimulates the learning process. Classes combine lectures, group tasks and class discussions. Therefore, students are required to prepare by reading the core readings in advance of each class to draw on the information in class. The further reading may be used in class group work and in particular should be used when preparing for exams. However the further reading is not required before class.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

- S. Hix and B Hoyland (2011) *The Political System of the European Union*, 3rd edition, London: Palgrave.
- Dinan, D. (2000) *Encyclopedia of the European Union* , London: Palgrave.
- Warleigh, A. (2004) *European Union: the Basics*, London: Routledge.
- Wallace, H.; Wallace, W.; Pollack, A.R. (2005) *Policy-Making in the European Union*. 5th Edition. Oxford University Press.
- Hill, C. (2010) *International Business: Competing in the Global Marketplace*, 8th edition, New York: McGraw Hill.

Journals

Economist
European Business Journal
European Business Review
Financial Times
Wall Street Journal

Web Sites

FT 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

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Note	Course formerly coded INB 308 – credit-mapped version originally approved at LTPC on 12/12/2013 – no 4-digit course code was assigned. To be cross-referenced.		
Major	New course code. Updating of assessment norms to travelling norms	LTPC 31/03/2015 (Chair's Action)	