



A M B R O S E

**BUS471 Business in the European Union  
(3 credit hours)**

**Winter 2010**

**Class Schedules**

Time: Wednesdays & Fridays, 1:00pm-2:15pm  
Location: Room L2091

**Instructor Information**

Instructor: Jeff Huebner, MBA  
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Office: Room #2057  
Office hours: Wed & Fri 2:15-3:30pm, or by appointment

**Course Description**

This course explores the business environment in Europe and the impact of European integration in a regional and global context. Topics include: history and development of the European Union, political institutions, economic integration and the single European market, monetary union and the Euro currency, trade and foreign policy, enlargement and expansion into Central and Eastern Europe.

This course is being offered in conjunction with a travel study to Europe at the conclusion of the course for students to visit businesses and institutions in the EU. The trip is tentatively scheduled to run from April 25<sup>th</sup> to May 9<sup>th</sup>, 2010, with planned visits to the UK, Belgium, Germany, Czech Republic and Poland. The travel study course is listed as BUS451 Global Business Practices, offered as a spring module course available for credit or audit. More information on this travel study will be provided in class throughout the semester.

**Course Objectives and Learning Outcomes**

The aim of this course is to have students develop both theoretical and practical or critical understandings of regional economic integration and European business within the context of the European Union and its relations with Canada. Specifically, the course aims to achieve the following learning outcomes by having students:

- Understand the history and development of the European Union, including how various institutions and policies have shaped the EU and the European business environment
- Develop a conceptual and critical understanding of the economic and political integration process taking place in Europe, including the competing forces of deeper versus wider integration
- Analyze various influences at the national, regional and global level and discuss some of the strategic and competitive challenges facing European business and Canadian businesses operating in the EU
- Develop an understanding of the complex relationships between Canada and the EU as a major trading partner and source of foreign direct investment
- Compare and contrast the similarities and differences between older and newer members states in Western and Eastern Europe, including future expansion of the EU
- Improve skills in case study analysis, research, writing and presenting ideas both formally and informally

### **Outline of Course Topics**

Topics covered in the course will include the following:

- Introduction and course overview
- History of the European Union
- EU institutions and treaties
- Economic integration and the single European market
- Trade policy and relations with Canada, the US and Asia
- Monetary union and adoption of the Euro
- Foreign policy, security and defense
- Recent enlargement into Central and Eastern Europe (CEE)
- Future expansion of the EU
- Governance and an EU constitution
- EU business policy:
  - The Common Agricultural Policy (CAP)
  - The Lisbon Strategy for innovation and competitiveness
  - The Schengen Agreement and labour mobility

### **Required Text & Materials**

Textbook:

Johnson, D., and Turner, C., *European Business*, 2<sup>nd</sup> edition. Routledge, 2006.

The textbook is available in the bookstore. In addition, news articles, audio visual presentations and guest speakers may also be used occasionally to supplement lectures and course materials.

Online resources:

- <http://europa.eu> – Official gateway to the European Union
- <http://eubusiness.com> – Business news from the EU

Supplemental Reading:

Dinan, D. Ever closer union: An introduction to European integration, 3rd edition. Lynne Rienner, 2006

McCormick, J. Understanding the European Union: A concise introduction, 4<sup>th</sup> edition. Palgrave Macmillan, 2008.

Pinder, John. The European Union: A Very Short Introduction. Oxford University Press, 2001.

News publications:

- The Economist
- European Business Forum
- Financial Times

Academic journals:

- Journal of Common Market Studies
- Journal of European Public Policy
- European Management Journal
- Journal of International Business Studies
- Harvard Business Review
- European Journal of Marketing
- Journal of Management Studies
- Journal of Public Policy
- Journal of World Business
- International Affairs
- International Business Review
- Regional Studies

**Course Requirements**

Course grading and evaluation will be conducted according to the following elements:

Midterm exam	20%
Final exam	20%
Hand-in assignments:	
EU member state briefing report	10%
Research paper	20%
In-class presentations:	
EU member state briefing	5%
Presentation of research paper	10%
Class participation & discussion	15%

### Examinations:

A mid-term examination will be held in February, encompassing topics covered in the first half of the course. Further details will be provided at a later date. The course will conclude with a final examination covering all topics in the course, with a focus on those presented in the second half since the mid-term exam. The final exam will take place during the exam period in April as scheduled by the Registrar's Office. Graded examinations will only be made available for supervised review, at the request of the student.

### EU Member State Briefing Report:

Within the first few weeks of the course, each student will select an EU member state of particular interest to them and develop a briefing report (5-7 pages in length: 12 point font, 1½ line spacing) for that country. The report should assess the various political, economic, social/cultural and policy issues that are of importance to that particular country in relation to its position within the EU, while relating to the topics and concepts presented in the course. Further details regarding the member state briefing reports will be provided in class.

In addition to a written brief, students will also have the chance to brief the rest of the class on their particular country by giving a brief presentation and leading group discussions during a class.

### Research Paper & Class Presentation:

Students will be required to develop and write a research paper (approximately 10-15 pages in length: 12 point font, 1½ line spacing) on a topic of their choice that relates to an area of business and the European Union. All topics must be approved through submission of an initial 1-page proposal. The paper will provide an overview and background to the topic, an in-depth discussion of developments and issues pertaining to the topic including its importance within the EU context, what impact the topic is having on key stakeholders (e.g., member states, EU institutions, citizens, businesses or organizations) at various different levels (e.g., national, regional, pan-EU, global), analysis and application to principles presented in the course, and future direction or outlook for the topic. Students are encouraged to select a topic of particular personal or career interest to them.

In addition to the research paper, students will also develop a presentation (20-30 minutes in length) to deliver in-class that outlines the various issues and findings from their research paper and engages the class in discussions about the topic to facilitate the transfer of knowledge and group peer learning. The format for this presentation will typically include PowerPoint or overhead slides along with hand-outs for the group. However, other creative elements such as audio/visual materials, simulations, etc., may also be utilized.

### Class Participation & Discussion:

Group discussions and analysis of course topics will be a key component of learning throughout the term. Given the small size of the class group and

interactive seminar style format of the course, attendance is mandatory and students are expected to attend all classes, having prepared for class through the text readings and actively participate in these discussions. Time will also be allowed throughout the term for discussion of current events and topics in the news that relate to European business. In addition, students may occasionally be required to complete take-away assignments prior to the next class that will assist in the learning and reinforcement of course material. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student's individual participation grade.

### **Grading**

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	Good
80% to 84%	B+	
76% to 79%	B	
72% to 75%	B-	Satisfactory
68% to 71%	C+	
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	Failure

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment or write an exam on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name, ID number and contact email address.

## **Important Dates for Registration, Withdrawal, and Course Auditing**

January 15<sup>th</sup>, 2010, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

March 12<sup>th</sup>, 2010, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

## **In-class Use of Electronic Devices**

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. Typically, laptop or notebook computers may be utilized for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. browsing the Internet, emailing, playing videos, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to that student's class participation grade. The use of cell phones, PDAs, music players, headphones or any other personal entertainment devices will not be allowed in-class. Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

## **Important Notes**

It is the responsibility of all students to become familiar with and adhere to academic policies of as are stated in the Student Handbook and Academic Calendar.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension." Alternative times for final examinations cannot be scheduled without prior approval. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Ambrose is committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean.