



A M B R O S E

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

Winter 2012

Class Schedules

Time: Tuesdays, 6:30pm-9:30pm

Location: Room L2091

Moodle enrolment code: 4711

Instructor Information

Instructor: Jeff Huebner, MBA

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Office: Room #2057

Office hours: Tues & Thurs 3:45-4:30pm, 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 28th to May 13th, 2012, with planned visits to the UK, Belgium, Germany and Eastern Europe. The travel study course is listed as BUS404 Business Travel Study, 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

Textbooks:

Bomberg, E., Peterson, J., and Corbett, R., *The European Union: How Does it Work?*, 3rd edition. Oxford, 2011.

Johnson, D., and Turner, C., *European Business*, 2nd edition. Routledge, 2006.

The textbooks are 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://www.civitas.org.uk/eufacts/index.php> – Comprehensive student resource and teaching aide on the European Union
- <http://eubusiness.com> – Business news from the EU

Supplemental Reading:

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

Pinder, John. The European Union: A Very Short Introduction, 2nd edition. Oxford University Press, 2007.

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

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 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 as scheduled by the Registrar's Office. Graded examinations will only be made available for supervised review, at the request of the student.

Final exam date: 9am-12pm on Sat, April 21st, 2012

The last day to request a change in the exam schedule is **March 5th, 2012**.

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+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
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.

Please note that final grades will be available on the student portal. An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of

final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

Important Dates for Registration, Withdrawal, and Course Auditing

January 22nd, 2012, 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. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund.

Students may change the designation of any class from credit to audit, or drop out of the "audit" up to the "drop" date indicated above. After that date, the original status remains and the student is responsible for related fees. Please note that this is a new policy, beginning in the 2010-2011 academic year.

March 23rd, 2012, is the last day to voluntarily withdraw from a course without academic penalty. A grade of "W" will appear on the student's transcript.

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. Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

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

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as 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.

Extensions

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” from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the appropriate deadline (as listed in the Academic Calendar <http://www.ambrose.edu/publications/academiccalendar>). Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control.”

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else’s ideas, words, or work as one’s own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person’s ideas or words. 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 and become part of the student’s permanent record.

Students are advised to retain this syllabus for their records.

BUS471
Weekly Reading Schedule

Note: "EU" refers to the Bomberg book, *The European Union: How Does it Work?*, and "EB" refers to the Johnson book, *European Business*

Date	Class Topic	Text chapters
Jan 11 th & 13 th	Introduction and course overview History of the European Union	EU chpt 2
Jan 17 th	History of the European Union Development of EU institutions and treaties	EU chpt 2&3 EB chpt 1&2
Jan 24 th	Development of EU institutions and treaties Assignment: Selection of EU member states for reports	EU chpt 3&4 EB chpt 1&2
Jan 31 st	Economic integration and creation of the single European market	EU chpt 5 EB chpt 3&4
Feb 7 th	Economic integration and creation of single European market Competitiveness of EU member states Assignment: In-class updates on EU member reports	EB chpt 3&4 EB chpt 5&6
Feb 14 th	Mid-term exam Discussion of research paper topics and current EU news Assignment: Research paper topic proposals due	
Feb 21 st	No class – Reading Week Break	
Feb 28 th	Economic and monetary union (EMU) & creation of the Euro <i>Review and discussion of mid-term exam</i>	EB chpt 8
Mar 6 th	The Euro financial crisis, the ECB and monetary policy The Stability and Growth Pact Assignment: EU member state written reports due Assignment: In-class EU member state briefings	EB chpt 8
Mar 13 th	Trade policy and relations with Canada, US, WTO Assignment: In-class updates on research papers	EB chpt 17&18
Mar 20 th	Trade policy and relations with Canada, US, WTO The Canada-EU Comprehensive Economic and Trade Agreement (CETA)	EB chpt 17&18
Mar 27 th	Recent enlargement into Central and Eastern Europe (CEE) Future expansion of the EU	EU chpt 8 EB chpt 16

	Assignment: Research papers due Assignment: Presentation of research papers: #1 & #2	
Mar 3 rd	Common Foreign and Security Policy (CFSP) European Security and Defense Policy (ESDP) Assignment: Presentation of research papers: #3 & #4	EU chpt 9&10
Apr 10 th	EU business policies: The Lisbon Strategy for innovation, Common Agricultural Policy (CAP), Schengen Agreement on labour mobility <i>Discuss presentations & review for final exam</i>	EB chpt 5&6 EU chpt 5

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.