“Doing Business in the European Union”

INSTRUCTORS:

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PREREQUISITE: Meet requirements of the master program.

BIBLIOGRAPHY:


  


- The Economics of European Integration. Baldwin, Ricard & Wyplosz, Charles, Maidenhead: The McGraw-Hill Education, 2004. Useful information on the EU can be found at:

The European Union’s official web portal: [http://www.europa.eu.int](http://www.europa.eu.int)
[http://www.library.ualberta.ca/subject/business/eu/index.cfm](http://www.library.ualberta.ca/subject/business/eu/index.cfm)

EUROPEAN COVERAGE:

The European business environment will be studied through lectures and business analysis of European companies. The basic focus is on three specific themes: 1) Business and economy in Europe, and how the EU political system works from a business angle. 2) Focus on the Internal Market, and the Euro Currency Economics, Competition policy, the Economics the “new” Europe (the emerging markets in Eastern Europe), and the EU Financial System. 3) Strategy and structure of European business: Business strategy and the environment in the global market place.

COURSE OBJECTIVES:

- Identify important steps in EU integration, name EU institutions and identify policy areas that are important to the business environment in Europe.
- Better understanding of the European Union business environment, analizing how EU institutions influence it.
- Identifying the major geographic features of the European Union, introducing business applications in different countries throughout Europe. The geo-economic evolution of the European trading environment will be explained and analyzed.
- Improving the student’s export and international management skills.
- Conduct a business analysis for firms operating in the EU business environment.
- Learning the most important issues related with the European international business network area.
- Combine theoretical arguments with empirical facts and present these in a paper.
- Knowing the intercultural differences in different continents and cultures to improve the students international business skills.
Teaching style will be a mixture of lecture and class discussion based upon assigned readings, and hands-on laboratory exercises to learn about the European Business Area. It will be used a specific website for the subject.

Website: Most course materials will be posted on the Website. Please check Website regularly during the semester for lecture slides, homework assignments, solutions, and other course materials. I often send announcements through e-mail. Please check your inbox frequently.

Lecture material will be presented using PowerPoint software, the specific website for the subject and, although closely tied to the assigned readings, will be supplemented by maps, videos and other materials.

To participate effectively in class discussions, and to gain the greatest understanding of lecture presentations, it is important to read the assigned material before coming to class.

ATTENDANCE AND PARTICIPATION:

Regular class attendance is expected and role will be taken.

You are expected to attend class regularly, be in class on time and in attendance in class the entire time, ask questions, participate in discussion, and do practices.

To encourage this behavior, a significant portion of your grade will go towards attendance and participation.

STUDENT OUTCOMES:

1. Understand the current and changing spatial patterns and global trends in production, trade and investment in the European Union.
2. Analyze the changing patterns of the micro- and macro-scale geography of the European Union economy including the spatial phenomena of globalization, regionalism and localism.
3. Understand the importance of specific sectors of the European Union economy and how they contribute to the global shift of activities.

TOPICS COVERED DURING THE COURSE:

- Evolution and history of the European Union.
- A basic understanding of the EU institutions and how they work.
- Importance and concepts of the European international business area.
- The Economics of European Integration. Policy-Making in the EU.
- The Single European Market: strategies and business planning.
- Investment strategies in the EU.
- The Economics of the Euro. International Finance.
- Business law for trading in the European Union. Consumer policy and marketing regulations. EU competition rules applying to private undertakings.
The transition economies: Central and Eastern Europe.
The EU’s trading relationship with Latin America and the USA.
Managing cultural diversity in different continents and cultures. Cultural differences that may arise during negotiations in a management context.

This area of knowledge will be very important when students apply to high level jobs in any European State.

**GRADING:**

Students will be assessed through completion of selected exercises, class participation through individual presentations of assigned readings, a written mid-term exam, group research project and presentation, and a final take-home essay exam.

Exams, exercises and class participation presentations MUST take place at the scheduled time unless a medical emergency exists for which you will need official medical documentation.

**Grading elements:**

Selected exercises: 5%
Mid-term written exam: 20%
Research paper (an presentation): 25%
Class participation: 20%
Final take-home essay exam: 30%

Letter grades will be assigned using the following scale:

A = (90 points and above)
B+ = (86 points and above)
B = (80 points and above)
C+ = (76 points and above)
C = (70 points and above)
F = (less than 70 points)

**Class Participation Points:**

You will choose One Chapter from the book and lead a 30 minute class discussion (seminar style) addressing the most important points of the chapter.
**Research project and presentation:**

Identify a spatial problem or issue of interest to you and you will analyze your issue or problem.

You should work in a TEAM (min. 2 members, max. 4 members) and together write a 8 - 10 page report (typed, double-spaced with separate cover page) and create a 15 minute PowerPoint presentation.

A paper copy and both word and Power Point digital documents must be send to the professor before the day your team presents their findings.

The paper must include at least SIX references, at least three of which must be from conventional publications, cited fully (author, article title, publication, date, and page numbers). Your sources may include books, journals, newspapers, Internet sites, interviews. Grading will be based on content AND style (punctuation, spelling, grammar, clarity). You should use an academic or business-like style of writing rather than a conversational style.

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**Late homework will be penalized!!!**

Late penalty: The grade for the late assignment will be discounted at 50% for each day it’s late. If there is any foreseeable event precludes you from turning it in on the due day, please turn it in early. If your homework is late because of any unforeseeable event, you need to bring an official proof (for each day the homework is late) to receive any waiver of penalty.

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**ADMINISTRATIVE PROCEDURES**

**Students with Disabilities**

Students with a disability, as defined by the Americans with Disabilities Act (ADA), who may require a classroom accommodation, should inform the instructor of any special needs during the first week of class. Students should also contact the Office of Disabled Services Programs, at 620-2769, for assistance.

**General class policy:**

**Academic Integrity Code:**

No form of cheating, plagiarism, or other inappropriate assistance in work presented by a student will be tolerated. Incidence of violation will result in a failing grade, dismissal of the student from the course, and may lead to additional actions. The UNF Academic Integrity Code is attached below:

In order to protect the integrity, of the teaching, learning and evaluation process, the University of North Florida expects all members of the academic community to respect the principle of academic freedom, and to behave with academic integrity. Briefly stated, academic misconduct shall consist of any attempt to misrepresent one's performance on any exercise submitted for evaluation.
The primary responsibility for ensuring adherence to the principle of academic integrity rests with students and faculty. Any infraction that comes to the attention of any person should be brought to the attention of the faculty member to whose course it pertains.

Violations of the principle of academic integrity include, but are not limited to:

a) CHEATING: Intentionally using or attempting to use unauthorized materials, information, notes, study aids or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

b) FABRICATION & FALSIFICATION: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in an academic exercise.

c) MULTIPLE SUBMISSIONS: The submission of substantial portions of the same academic work (including oral reports), for credit more than once without authorization.

d) PLAGIARISM: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the ideas, information, etc. are common knowledge.

e) ABUSE OF ACADEMIC MATERIALS: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resources material.

f) COMPLICITY IN ACADEMIC DISHONESTY: Intentionally or knowingly helping, or attempting to help another to commit an act of academic dishonesty.

Classroom Manners:

✓ Discourteous or disruptive behavior will not be tolerated. Such behavior includes chatting with others during the lecture or the discussion, checking emails, and playing computer games during the lecture, arriving late or leaving early.

✓ You may not use cellular phones or pagers during the proceeding of the class. If you must keep a device active due to an emergency, you have to set it to vibrate and notify me before the class. Violation of this rule will result in a lower participation grade.

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For further information please contact: Prof. Dr. Miguel Ángel Alonso Neira

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