

EUROPEAN BUSINESS ENVIRONMENT

Diploma: International Master in Business Studies, 1st year

Description: The European single market created opportunities for conducting business in Europe. The European Union has been the key driver behind these developments. Accordingly, this course aims to develop students understanding of the European Economic and Business Environment that are changing the European market place today. The course will provide the insight of the impact of the single market on businesses strategies and practices, focusing on the multidisciplinary relationships between business, economics and the political institutions (policies and regulations of the European Union). This module also aims to enhance students understanding of the EU in its commercial relations (strongly shaped by the single currency), with the rest of the world.

On completion of this module, students will be able to:

- Understand the importance of the European Union as a specific market.
- Understand the European integration process on economic activity and its relevance for business.
- Have a good understanding of the principal features of the main economies of the European Union in terms of strengths and weaknesses.
- Assess the specificities of the European business environment and identify the major challenges facing European business, both within Europe and globally
- Have the perception of the role and international position of the EU economy and its commercial relations with the rest of the world.
- Understand the current economic issues, problems and challenges of the EU and more specifically of the Eurozone.

Hours: 20

ECTS: 2

Level: intermediate

Code UE (to mark on the learning agreement): 3AEIEBC