

Module 19

6.19.1. European Business

Module title		European Business								
Module NFQ level (only if an NFQ level can be demonstrated)		8								
Module number/reference		BS19								
Parent programme(s)		Bachelor of Arts (Honours) in Business Studies								
Stage of parent programme		Stage 4								
Semester (semester1/semester2 if applicable)		Semester 1								
Module credit units		ECTS								
Module credit number of units		10								
Duration of the module		One Academic Semester, 12 Weeks Teaching.								
Average (over the duration of the module) of the contact hours per week		6								
Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
48	1:40	24	1:20				178			250
Allocation of marks (within the module)										
						Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total
Percentage contribution						30%			70%	100%

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 19.1** Describe and discuss the nature and characteristics of the European business environment and critically evaluate the main political, economic and social forces affecting business organisations.
- MIMLO 19.2** Explain the significance of European economic integration, the single market, and key EU policies and regulations for the operations of Irish and European businesses.
- MIMLO 19.3** Analyse specific business case studies and diagnose and propose solutions to complex business problems that arise from EU regulatory requirements.
- MIMLO 19.4** Apply strategic management tools and concepts to the challenges facing firms in the European business environment.
- MIMLO 19.5** Critically analyse and apply information from a variety of sources to individual business case studies.

Module content, organisation and structure

Indicative Syllabus:

1. Understanding the European Business environment.
Analysis of the European Business environment.
The history and development of the E.U., political framework, policies, single market currency, competition and social policies.
2. Doing Business in the New Europe
Formulating an European business strategy
Identifying market opportunities and evaluating mode of entry
Understanding the impact on business of cultural diversity
Management within a European environment finance, marketing and HRM issues for European business

3. Europe and the Rest of the world

Central and Easter Europe. A new business environment for European business, especially in a global context

The developed world and Europe and emerging economies, opportunity or threat.

4. Brexit

Its affects on Ireland and European states. Will the U.K. leave the EU framework completely or remain within the customs union.

If the UK decide to re-join what affect will this have on; existing members, the single currency, movement of labour etc.

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
European Business, A Teaching and Learning Classroom Edition	Velasquez, M.	Pearson Education	2005
Case Studies in European Business, 6 th Edition	Gini, A. & Marcoux, A.	Pearson Education	2008
Understanding the EU	McCormick J.	Palgrave	2000
Recommended:			
The Penguin Companion to the EU	Bainbridge, T.	Penguin	2007