

The European Union – Policies, Decisions and Economy in a Global Context

Code: XXX

Name: The European Union – Policies, Decisions and Economy in a Global Context

ECTS: 6

Exam: Mid-term presentation (50%) + Final presentation (50%)

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USP

The European Union is an important player in global economy: Trading partners worldwide appreciate the quality of European goods; vice versa, Europe is an interesting market and an attractive place to invest. Europe has established its internal market based on common principles like the four market freedoms and fair competition. This offers a multitude of economic chances. However, the European market is also characterized by a number of differences that are typical of the different nations. The differences cover tax or labor law as well as traditional preferences or no-goes. Consequently, understanding the European business environment is essential to build successful business relationships.

Nowadays, globalization has changed the world: international supply and value chains, digitalization and increasing mobility are typical of doing business and require a reliable international framework in the world of trade and labour. In addition to that, addressing modern challenges like climate change, ensuring sustainability and dealing with security issues, particularly armed conflicts, require international collaboration. Regarding these challenges as a matter of common concern is necessary. Therefore, European policies are closely linked to international institutions, which offer place and setting to discuss problems and reach a compromise for a common approach. The United Nations and its agencies, the World Trade Organization and the International Court of Justice are key institutions in this context.

Content and Qualification Objectives - Learning Objectives

Focus: European Business Environment

Successful students will be able to:

- Understand key aspects of European integration
- Understand characteristics of the internal market and its impact on doing business in Europe
- Consider different conditions in different member states of the EU
- Analyze business chances and challenges in Europe

Focus: International Politics

Successful students will be able to:

- Understand the relevance of reliable international relationships
- Understand the importance of common values
- Consider the nature and competences of international organizations
- Analyze progress and setbacks in addressing global challenges

Content Details

Focus: European Business Environment

Introduction

- Key Factors
- Europe, European Union, EEA, EFTA

Impact of European Integration

- Economic Performance in Europe
- United in Diversity - Differences

Business Structures

- From industrial production of goods to services
- Business Structures in Europe

Doing Business in Europe – Details

- Companies
- European Labour Market
- Intellectual Property Rights
- Finance
- Marketing

Megatrends and Future

Focus: International Politics

Introduction

- International Relations
- International Actors
- Common Principles /Legal Framework

United Nations

- Background Information
- UN Charter and Human Rights
- Structures and Main Bodies
- Reaching Agreements and Dealing with Conflicts

International Court of Justice

- Jurisdiction
- Cases

International Labour Organization

World Trade Organization

Teaching and Learning Forms

Exercises, Practice, and Application

A variety of learning methods are applied: in particular, lectures, case studies, class debates and experiential exercises. The module can also include group activities or role plays. An excursion to a European Union related institution is planned as part of this module.

Literature and Sources

John Baylis, Steve Smith, and Patricia Owens: The Globalization of World Politics: An Introduction to International Relations (7th edition)

Gabriele Suder, Johan Lindeque: Doing Business in Europe 3rd edition

Susan Senior Nello: The European Union, Economics, Policies & History, 3rd edition

Eurostat: Key Figures on Europe, 2024 edition

Justine Pila, Paul Torremans: European Intellectual Property Law, 2016

Catherine Barnard: EU Employment Law 4th edition