<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>ECTS Credits</th>
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<tbody>
<tr>
<td>EUS-305</td>
<td>European Business Environment</td>
<td>6</td>
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<table>
<thead>
<tr>
<th>Department</th>
<th>Semester</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>European Studies and International Relations</td>
<td>Fall, Spring</td>
<td>None</td>
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<thead>
<tr>
<th>Type of Course</th>
<th>Field</th>
<th>Language of Instruction</th>
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<tbody>
<tr>
<td>Elective</td>
<td>European Studies</td>
<td>English</td>
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<tr>
<th>Level of Course</th>
<th>Year of Study</th>
<th>Lecturer(s)</th>
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<tbody>
<tr>
<td>1st Cycle</td>
<td>3rd – 4th</td>
<td>Staff</td>
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<tr>
<th>Mode of Delivery</th>
<th>Work Placement</th>
<th>Co-requisites</th>
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<tbody>
<tr>
<td>face-to-face</td>
<td>N/A</td>
<td>None</td>
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**Objectives of the Course:**

The main objectives of the course are to:

- Provide students with a deep understanding of the European Union business environment and its operations from the birth of the Union to the present day.
- Acquaint students with the political, economic, social, legal and technological factors in the European context.
- Examine the factors influencing the EU, its member states and citizens.
- Familiarize students with the current issues and challenges that the Union faces as well as its future prospects.

**Learning Outcomes:**

After completion of the course students are expected to be able to:

1. Demonstrate knowledge and understanding of the role of multidisciplinary theories and methods in explaining, analysing and critically approaching Europe as a field of study;
2. Demonstrate knowledge and understanding of the tension between universalistic and particularistic ideas in the processes of integration in Europe, as well as Europe’s historical, political, social, economic and cultural development.
3. Demonstrate knowledge and understanding of the business environment of the European Union and its evolution.
4. Demonstrate knowledge and understanding of Europe and its role in the World both in a historical perspective and in the contemporary era of Globalisation.
5. Give a written presentation on European affairs and business.
6. Organise the available time and cope with deadlines.
7. Communicate in English language both orally and in written form at (near) native level.
8. Use IT skills (word processing, Internet and e-mail) as study and communication tools.
9. Have the learning skills to allow them to continue education in a self-directed manner and to work on an academic level within the intended professional field.
10. Make efficient use of libraries, bibliographical material and academic research.

Course Contents:

1. Introduction to the European business environment
2. Methods and tools for analyzing the business environment
3. Major components and determinants of the EU business environment
4. The theory of regional integrations. The administration and decision-making processes in the European business environment
5. EU business environment during World War Two and in the Cold War.
6. The political, economic, social, and technological components of the EU business environment in the post-Cold War period
7. The single market and its effects
8. The Lisbon Treaty and its impact on the European business environment
9. EU current issues: small and medium enterprises
10. EU current issues: European Union and competition policies
11. EU current issues: energy, climate change, and immigration
12. Lisbon strategy and Europe 2020

Teaching Methods:

Lectures and discussions, Sessions with visiting speakers, Self-study.

Assessment Methods:

Attendance and participation, Essay, Mid-term Test, Final Exam.

Required Textbooks:

<table>
<thead>
<tr>
<th>Authors</th>
<th>Title</th>
<th>Publisher</th>
<th>Year</th>
<th>ISBN</th>
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<tbody>
<tr>
<td>McCormick, John</td>
<td>Understanding the European Union, 3rd edition</td>
<td>Palgrave</td>
<td>2008</td>
<td>9781403944504</td>
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Recommended Textbooks/Reading:

<table>
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<tr>
<th>Authors</th>
<th>Title</th>
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<th>Year</th>
<th>ISBN</th>
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<tbody>
<tr>
<td>Author, Title</td>
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<td>Publisher</td>
<td>Year</td>
<td>ISBN</td>
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<tr>
<td>Green Coulre, Maria and Dinan Desmond</td>
<td><em>Development in the European Union</em></td>
<td>Palgrave</td>
<td>2004</td>
<td>0333961692</td>
</tr>
<tr>
<td>Warleigh, Alex</td>
<td>Understanding European Union Institutions</td>
<td>Routledge</td>
<td>2001</td>
<td>0415242142</td>
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