



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

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

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:

Authors	Title	Publisher	Year	ISBN
McCormick, John	<i>Understanding the European Union</i> , 3 rd edition	Palgrave	2008	9781403944504

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Brooks, Ian and Weatherston, Jamie	<i>The Business Environment – Challenges and Change</i> , 2 nd edition	Pearson Education	2000	0273646907

Nugent, Neill	<i>The Government and Politics of the European Union, 7th edition</i>	Palgrave	2010	0230241182
Green Coulre, Maria and Dinan Desmond	<i>Development in the European Union</i>	Palgrave	2004	0333961692
Warleigh, Alex	Understanding European Union Institutions	Routledge	2001	0415242142