

Global Learning Semesters

Course Syllabus

Course: EUS-305 The European Business Environment

Department: European Business Studies

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
EUS-305	The European Business Environment	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	EUS-105
Department	Level of Course	Language of Instruction
European Business Studies	Upper Division	English

Course Description

Topics covered in the course include Introduction to Membership and the EU Members; European Union Institutions; Union History; Cultural Harmonization and Diversity; The Economics of the Single Market; Marketing in the New EU; Business Opportunities; Globalization of Competition in the EU; Non-tariff Barriers; EU Enlargement; The Future of the EU.

Instructor

Dr Paul Gibbs

Course Aims and Objectives

The course reflects throughout the dynamic and evolving nature of the Union from its conception as the European Community. It considers the wider issues facing European Policy Makers, the impact of the collapse of Communism on Western Europe and the importance of changing industrial Structures in Europe

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours. The course is delivered during the fall and spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Project/homework:	10%
Mid-Term:	40%
Final Exam:	40%
Class participation:	10%

Readings and Resources

Required Textbook

Kahal El, S., Business in Europe, McGraw Hill, 1998