

Module Title:	An Introduction to European Business	Level:	4	Credit Value:	20
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Module code:	BUS404	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N110
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With effect from:	September 17
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School:	North Wales Business School	Module Leader:	Neil Pritchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Global Business	<input type="checkbox"/>	✓
BA (Hons) Business, Marketing and Consumer Behaviour		✓

Pre-requisites
None

Office use only

Initial approval: September 13

APSC approval of modification: May 17

Version: 3

Module Aims

1. To provide students with an understanding about the key developments in the European economy
2. To provide students with an awareness of the unique challenges of conducting business within a Single European Market
3. To provide students with an understanding of the European Union, exploring its constitutional arrangements, treaties, sovereignty and how these can impact businesses operating within this market.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
 KS2 Leadership, team working and networking skills
 KS3 Opportunity, creativity and problem solving skills
 KS4 Information technology skills and digital literacy
 KS5 Information management skills
 KS6 Research skills
 KS7 Intercultural and sustainability skills
 KS8 Career management skills
 KS9 Learning to learn (managing personal and professional development, self-management)
 KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Define the political, economic and social environment within which European business operates (KS5)	KS5	
2	Discuss the role of the European Union and its significance as a supra-national instrument of governance (KS1)	KS1	
3	Examine the characteristics of the Single European Market and explain the role of the Euro on European businesses		
4	Review the European Union's policy on competition, industry and the environment	KS6	
5	Critique the role of the European Union in a globalised economy (KS7)	KS7	

Transferable skills and other attributes**Derogations**

None

Assessment:**Indicative Assessment One:**

This may take the form of a one on one viva with a lecturer in the subject. The exam will explore a range of topics including: the institutions and the workings of the European Union, the role of the EU in a global economy, the characteristics of the Single European Market, the EU's impact on competition, industry and the environment. Students' answers will be recorded for moderation.

Indicate Assessment Two:

This will be an essay-based question exploring both the students' theoretical knowledge of the European Union and the way this impacts businesses.

Guidance: Please indicate the type(s) of assessment (e.g. examination, oral, coursework, project) and the weighting of each (%). Normally, each intended learning outcome should be assessed only once.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 4, 5	Presentation	50	10 mins (5 mins debrief)	N/A
2	2, 3	Essay	50		2000

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. How history and politics shape the current European businesses environment
 2. Institutional Players: How the rules and agenda of the European Business environment are set
 3. Enlargement and Theories of Integration
 4. The Europeanization of the Business environment
 5. The Single European Market: The Bedrock of European Integration
 6. European Labour Markets: The Search for Flexibility
 7. European Competition Policy
 8. European Business in a Global Context: The Developed World
 9. The Euro – a currency for Europe
 10. Marketing in the New Europe
- The greening of European Business: environmental policies & management.

Bibliography:**Essential reading**

Johnson D., and Turner C. (2006). *European Business: Second Edition*. London: Routledge.
Suder, G. (2011). *Doing Business in Europe: Second Edition*. London: Sage Publication Ltd.

Other indicative reading

Harris, P., and McDonald, F.(eds) (2004) *European Business and Marketing: Second Edition*.
London: Sage Publication Ltd.

Journals

The Economist (published every Friday)
European Business Journal.