

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3						
IB 4169 EU POLICIES AND IB PRACTICES – LEVEL 6		UK CREDITS: 15						
(Updated Spring 2015)								
PREREQUISITES:	IB 3008 Business in the European Union							
CATALOG DESCRIPTION:	Focused insight into the impact of the EU's policies on specific sectors of business activity and business practices in the EU. Emphasis on shipping, tourism, banking, health care and education. Stress on SMEs, the media sector, as well as manufacturing and industry.							
RATIONALE:	The objective of this course is to equip students with knowledge and conceptual tools necessary to examine the impact of the EU policies on specific sectors of business activity in the EU, including shipping, tourism, banking, health care and education. The course enables students to identify and evaluate business opportunities and challenges arising from these policies.							
LEARNING OUTCOMES:	<p>On successful completion of the course, the student should be able to :</p> <ol style="list-style-type: none"> 1. Critically evaluate the mechanisms behind the EU regulatory process and the business sector involvement in it. 2. Assess the impact of the EU regulatory framework on specific business sectors. 3. Evaluate the implications of the EU policies for business opportunities beyond the EU borders. 4. Discuss specific developments in selected sectors of the EU economy and the resultant business opportunities. 							
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the learning and teaching strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Classes consist of lectures, discussions, specialized video presentations, critical analysis of cases and of assigned readings, in-class simulation projects. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content. ➤ Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources. 							
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Term project (2300-2700) individual</td> <td>50%</td> </tr> <tr> <td>Final examination (2-hour, comprehensive, essay-type questions)</td> <td>50%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Case analysis and in-class discussion</td> <td>0</td> </tr> </table> <p>The formative test aims to prepare students for the final examination. The term project tests Learning Outcomes 1, and 2. The final examination tests Learning Outcomes 3, and 4.</p>		Term project (2300-2700) individual	50%	Final examination (2-hour, comprehensive, essay-type questions)	50%	Case analysis and in-class discussion	0
Term project (2300-2700) individual	50%							
Final examination (2-hour, comprehensive, essay-type questions)	50%							
Case analysis and in-class discussion	0							
INDICATIVE READING:	REQUIRED MATERIAL: Wallace, H. (ed.) (2014) <i>Policy Making in the European Union</i> , Oxford: Oxford University Press.							

	<p>RECOMMENDED READING:</p> <p>Commission of the European Communities (2009) ‘The Western Balkans in Transition’, <i>European Economy Occasional Papers</i>, 46, May 2009, DG Economic and Financial Affairs, Brussels, available at: http://ec.europa.eu/economy_finance/publications/publication15155_en.pdf.</p> <p>Commission of the European Communities (2009) <i>A Sustainable Future for Transport: Towards an Integrated, Technology-Led and User Friendly System</i>, DG Energy and Transport, Brussels, available at: http://ec.europa.eu/transport/publications/doc/2009_future_of_transport_en.pdf.</p> <p>Commission of the European Communities (2010) <i>Internationalisation of European SMEs</i>, Final Report of the Competitiveness and Innovation Framework Programme, DG Enterprise and Industry, Brussels.</p> <p>Davies, P. G. G. (2004) <i>European Union Environmental Law: An Introduction to Key Selected Issues</i>, Oxon: Ashgate.</p> <p>Koivurova, T. et al. (2012) The present and future competence of the European Union in the Arctic, <i>Polar Record</i>, Vol. 48 (4): 361-371.</p> <p>Battams, S., van Schaik, L., van de Pas, R. (2014) The EU as a Global Health Actor: Policy Coherence, Health Diplomacy and WHO Reform, <i>European Foreign Affairs Review</i> 19(4): 539–562.</p> <p>Henderson K. and Weaver, C. (2010) <i>The Black Sea Region and EU Policy: The Challenge of Divergent Agendas</i>, Oxon: Ashgate.</p> <p>Varga, J. and in 't Veld, J. (2010) ‘The Potential Impact of EU Cohesion Policy Spending in the 2007-13 Programming Period: A Model-Based Analysis’, <i>Economic Papers</i>, 422, September, European Commission, DG Economic and Financial Affairs, Brussels, available at: http://ec.europa.eu/economy_finance/publications/economic_paper/2010/pdf/ecp422_en.pdf.</p> <p>Other library sources, including journal articles accessed through the library databases recommended by the instructor throughout the semester.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Term project submitted in Word. Effective writing skills using appropriate terminology.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Blackboard, MS Office, search engines</p>
<p>WWW RESOURCES:</p>	<p>http://europa.eu http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/ http://ec.europa.eu/regional_policy/index_en.htm http://www.eurunion.org/infores/bestbussites.htm www.buyusa.gov/europeanunion/ www.eubusiness.com/ www.euobserver.com http://www.businessweek.com/europe/ www.ena.lu www.euoparl.eu.int http://www.businessrevieweurope.eu/company-reports http://ec.europa.eu/youreurope/business/index_en.htm http://ec.europa.eu/enterprise/policies/index_en.htm http://www.2007-2013.eu/</p>

	Other internet sources suggested by the instructor throughout the semester
INDICATIVE CONTENT:	<ol style="list-style-type: none">1. Exclusive, shared and supporting competences of the EU and the policy-setting process in the EU2. Overview of the EU's role in defining policies in specific areas such as:<ol style="list-style-type: none">a. shippingb. tourismc. bankingd. health caree. educationf. SMEsg. the media sectorh. manufacturing and industry3. Implications of the EU's impact on selected sectors of the European economies for business practices and business opportunities