BSMG 335Q
INTERNATIONAL BUSINESS AND THE EUROPEAN UNION

COURSE OBJECTIVES

With a population of more than 500 million inhabitants, the European Union is one of the biggest markets in the World, not just in terms of population, but also in terms of capacity to purchase and invest. This market can be divided in two halves: the Europe of the 15 and the Europe of the 10. This division exists because the Europe of the 15 has the buying power, while the Europe of the 10 is the ideal place for direct foreign investments, principally from North America.

The involvement of the European Union in international business and global competition is fundamental to the functioning of the global economy. This involvement requires knowledge of the economic resources of each country, logistics used, methods of payment and any other aspect relevant to the creation of a business plan in the European Union. For this reason, the principal objective of the course is to introduce the student to the different aspects of a trade system, focusing on investments within the European Union.

Upon completing this course, the student should be able to:

- Analyze the economic, cultural and political climate of the European Union as a whole, and of each of its members.
- Analyze the impact of the different laws which affect foreign investment in the European Union.
- Understand the different market strategies utilized to make an investment in the European Union.
- Analyze the impact of the European Union on international economy and commerce. Additionally, throughout the course, students will do case studies related to the course material. This will be complemented by visits to Spanish businesses with international influences. Some of the businesses that we will visit are:
    - Bassilipo, El Corte Inglés

STRUCTURE

The format of this course will consist of the presentation of the different topics by the professor and the active participation on the part of the students. Classes will be a

combination of theory and practice with case studies and analysis of news articles in class.
Following the norms of the "Writing Program", each student will turn in a research paper, typewritten in WORD, font Arial 12, double-spaced. The paper should be 6-8 pages long. For this paper, each student must select a country in the European Union, to which they will try to introduce a service or product, following the trade system as learned in class. This project will be presented to the class in a 10-15 minute presentation (Note: only one country per student).

TEXTBOOK

There is no text. The student will have a dossier on each chapter with a summary and a series of readings.

EVALUATION

1. Participation	25%
2. Paper	10%
3. Quizzes	15%
4. Midterm Exam	25%
5. Final Exam	25%

TOPICS

1. Introduction to Business in the European Union
    - Direct foreign investment in the European Union
    - Advantages to investing in the European Union
    - Why are investments in the European Union growing?
    - The new business environment in the European Union
2. The European Union
    - Member states
    - Historical process
    - Institutions
3. The Economic Environment of the European Union
    - Regional development
    - The law of comparative advantage in the EU
    - Internal market
    - Tariff systems
    - The Euro

- Balance of payments
- Transition of the various economies of the EU

4. The Cultural Climate of the European Union
    - Cultural concepts
    - Cultural analysis and classification
    - Cultural elements and their impact on international business
    - Cultures of the European Union
5. The Political-Legal Environment of the European Union
    - Laws that effect investments in the European Union
    - The European court of justice
    - Expropriation and compensation in the European Union
    - Anti-trust laws
    - Environmental laws
6. Planning Strategies for the European Union
    - Climate analysis
    - Concept of planning
    - The SWOT system (Strengths, Weaknesses, Opportunities, Threats)
    - Planning of objectives
    - Planning of strategies
7. Marketing in the European Union
    - Introduction to marketing
    - Working in the European market
    - Product development
    - Promotion
8. Market research in the European Union
    - Establishing research objectives
    - Primary research
    - Secondary research
    - Research resources in the EU
9. Logistics in the European Union
    - The function of logistics in the European Union
    - The European transportation system
    - Documentation
    - Transportation systems
10. The labor market in the European Union
    - The social dimension and its impact on businesses
    - European labor market
    - Industrial relations
    - Cultural impact
11. Investment Strategies in the European Union

- Multinationals in the European Union
- Los J-V in the European Union
- Acquisitions
- Competition

SCHEDULE

Week 1: Introduction to the course-Theme 1 **Week 2**: Introduction to exposition. Themes1-2
Week 3: Themes 2 and 3. Practical case. **Week 4**: Theme 3, 1st quiz
Week 5: Themes 4 -5. Visit. **Week 6**: Themes 5 -6
Week 7: Themes 6-7. Review, midterm Exam **Week 8**: Review of presentations-Themes 7-8
Week 9: Presentations. **Week 10**: Presentations-Themes 9-10.
Week 11: Themes 11-12. **Final Review** **Week 12**: Final Exams