Course Descriptions None 2013-2014

Course Title	Business and Politics in Europe
Course Code	EBC2051
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2013	25-10-2013	X/E			X/E	

Level	Intermediate
Coordinator	Wim Swaan For more information:w.swaan@maastrichtuniversity.nl
Language of instruction	English

Goals

- Understand the wider institutional environment in which firms in Europe operate.
- Understand the relevant elements of institutional diversity in Europe; in particular how institutional diversity extends to elements other than culture.
- Understand the differences in political systems in Europe, their historical roots and the implications this has for business.
- Understand the mutual interaction between Business and Politics in Europe, in particular regarding the functioning of the European Union, the impact of regulation, the role of lobbying and the implications this all has for business.
- Ability to apply knowledge of the European institutional environment to relevant business decisions, including anticipation of regulatory changes and strategy development in general.
- Ability to work independently on a project, including independent literature search.
- Ability to work on a project in a multinational team of people with diverse backgrounds and prior knowledge.
- Ability to interpret developments and anticipate changes in European Business & Politics for the coming 5-10 years.

Description

Please attention:
There is no traditional exam in this course. The final paper has strict requirements on literature to be followed. Basically, it is an exam in the form of paper. It is NOT a "free" paper. Grading is on your understanding of the assigned literature.

This course provides an advanced introduction to the interaction between business and politics in Europe, and is indispensable for anyone aspiring to become a leading business person in Europe. A creative, multidisciplinary approach is taken, using original and challenging literature from economics, business, political science and modern history. We start with a brief review of the history of the European Union with special attention to structures of decisionmaking. This is followed by an introduction into the emerging field of corporate political strategy. The increased impact of regulation on the competitive position of firms has led many firms to develop active political strategies. Based upon these introductions we are going to explore the relation between business and politics in Europe. This involves, among other things, an analysis of the varieties of capitalism in Europe, including the different traditions of political decision making, the historical background of these differences, the impact this has on lobbying practices in the EU and the various member states, and how as a business person one should this take into account when anticipating and influencing decision making in the EU.

Apart from studying the assigned literature, students' work in teams of 2-3 persons on a project, the topic of which may be chosen in one of the following areas:
- Varieties of capitalism in Europe: comparing 2-3 countries on some elements of the business system,
- A country or region in Europe: analysing the competitiveness of 2-3 industries, or analysing 2-3 elements of the institutional structure of the country
- The implementation of EU regulation in a particular industry.

The course is NOT offering some kind of toolbox containing all elements necessary for doing business in Europe, as some students seem to have been expecting in the past. This is impossible in one course of 8 weeks, at least not on an advanced level. Fulfilling this expectation would basically imply a repetition of a first year course Introduction to International Business. During your studies at UM you build your own toolbox by choosing advanced courses in Strategy, Organisation, Marketing, Logistics, Accounting etc. The current course provides additional tools by understanding the interaction between business and politics in Europe. This indeed indispensable when doing business in Europe.

More additional remarks concerning assessment methods:
90% attendance (max. 1 absence)
Take home assignments on course material
Project Presentations

Literature

Articles to be collected by students from the electronic library. Independent search for relevant literature

Prerequisites	- Two years of study in International Business and/or International Economic Studies at a level comparable to UM. - Very good working knowledge of English (reading, writing, speaking). Special remarks follow for: - Exchange Students; - UM IES students; - UM SBE students having taken a minor in European Studies. Note for Exchange Students - Given the aims of the course, it would be very beneficial to have students from different national backgrounds, including students from outside Europe. Participation of exchange students in this course is usually greatly appreciated, both by themselves and by the regular students. -In the past, advanced writing skills in English have proven to be critical for exchange students. If you are unsecure about your writing skills, you are adviced to follow trainings in writing skills prior to or parallel to this course. - You should be prepared and motivated to digest a wide range of topics and issues in a short time and apply these in a project together with students of different backgrounds. - The course is NOT open to students majoring in subjects like Political Science (including International Relations), Psychology, European Studies etc. A sound prior knowledge in International Business or International Economics is a strict requirement. Note for UM IES students This course lies on the interface of international business and international studies and hence fits very well into the IES curriculum. Compared to the standard IES courses it has a much more applied character. It is especially recommended for people aspiring positions at regulatory agencies and international organisations in Europe, or at research positions within large international firms. Note for UM SBE students having taken a minor in European Studies Some of the topics in this course are also touched upon in the minor offered by European Studies. There is, however, no overlap regarding literature. The current course gives you the opportunity to apply your knowledge to a business setting. an advanced level of English
Teaching methods	PBL / Lecture / Groupwork
Assessment methods	Final Paper / Participation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Strategy
Bachelor Economics and Business Economics Specialisation International Economic Studies	IBE Electives
Bachelor International Business	Business Electives
Bachelor International Business	Major Strategy
SBE Exchange Bachelor	Bachelor Courses
SBE Exchange Master	Bachelor Courses
SBE Non Degree Courses	Bachelor Courses