Course Descriptions None 2014-2015

Course Title	Business and Politics in Europe
Course Code	EBC2051
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2014	24-10-2014	X/E			X/E	

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

Goals

- Understand the mutual interaction between Business and Politics in Europe, in particular regarding lobbying, and the implications this has for corporate strategy.
- Understand the relevant elements of institutional diversity in which firms in Europe operate, in particular how institutional diversity extends to elements other than culture.
- Understand the differences in political systems in Europe, and how this has an impact on the functioning of the European Union.
- Understand political aspects of the Euro crisis, especially the interaction between the crisis and the political Organisation of the European Union
- Ability to apply knowledge of the European institutional environment to relevant business decisions.
- 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

The course looks at the wider environment in which business operates and hence requires interest in issues going beyond business in a narrow sense. Knowledge of the course topics is indispensable for anyone aspiring to become a leading business person in Europe. Topics covered:
-Corporate political strategy as a part of overall business strategy (ca. 25%);
-Introduction to comparative politics and comparative institutional economics, that is, comparing how the institutional setup of the economy and politics differs across countries in Europe (ca. 25%);
-Functioning of the EU, also in relation to the Euro crisis (ca. 25%);
-Empirical research of lobbying in Europe and relevance for business strategy (ca. 25%).
A creative, multidisciplinary approach is taken, using original and challenging literature from economics, business, and political science.

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.

Additional remarks regarding assessment methods:
-Attendance requirement: max. 2 absences allowed. Second absence might have an impact on participation grade.
-Students work in teams of 2-3 persons on a project. Teams either focus on 1-3 countries in Europe, or on EU regulation in a particular industry.
-One take-home assignment on course material
-Final paper has strict requirements regarding literature to be followed. It is a not a 'free' paper.

Literature	Articles to be collected by students from the electronic library.

Prerequisites

- Two years of study in (International) Business and/or (International) Economics at a level comparable to SBE.
- Very good working knowledge of English (reading, writing, speaking).

Special remarks follow for:
- Exchange Students;
- SBE Economics students.

Note for Exchange Students
- The course is strongly recommended to exchange students satisfying the prerequisites (see also below). 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 advised 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 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 SBE Economics students
As the course focuses on the institutional environment of business it fits very well into the SBE Economics curriculum. Compared to the standard Economics courses at SBE it has a more applied character. Special attention is paid to political aspects of the Euro crisis on the level of the EU. The course is especially recommended for people aspiring positions at regulatory agencies and international organisations in Europe, or at research positions within large international firms.

Teaching methods	PBL / Lecture / Groupwork
Assessment methods	Final Paper / Attendance / 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	IBE Electives
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 International Business	Business Electives
Bachelor International Business	Major Strategy
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses