



COURSE TITLE: DOING BUSINESS IN EUROPE

PROGRAM: UALBANY IN MADRID. SUMMER SESSIONS PROGRAM 2018

COURSE DESCRIPTION

Europe is a relevant and attractive trade area where international business players should take the opportunities offered, especially by the European Union block, a market of 500+ million population. The aim of the course is to provide the students with a business working knowledge of Europe through in-class lectures and discussions, readings, case studies, teamwork exercises, and multimedia material that will equip them with the practical tools needed to develop both sound and efficient business strategies in this major world trade area. A complete tour will be carried out along the institutional framework of the European Union, the monetary integration through the €, business and financing opportunities, the policies and regulations on trade, the common market, the environment, and the common agriculture, that will provide the students with a broad view of the European business context. The course concludes by studying the most recent crisis of Europe, as well as the projection of the EU and scenarios foreseen. Course site visits may include: Madrid Stock Exchange, and the European Union office in Madrid

CREDIT

3 SUNY credits

INSTRUCTOR

José Lozano

LANGUAGE OF INSTRUCTION

English

LEARNING OUTCOMES

By the end of this course, students will be able to:

- Apprehend the advantages and disadvantages of globalization - and more in particular of free trade in a common market like the European Union
- Comprehend the nature of European integration, and the insights into the impact of EU policy on business activities in Europe
- Fully understand how the EU operates in order to carry out a successful business in Europe
- Understand Intra- and Inter-European trade
- Insight in how companies decide upon their entry level and location outcome

PREREQUISITES

None

METHOD OF PRESENTATION

Lectures

Reading of reference documents and other support materials

Search on web sites

Video projections

Class discussions and debates

STUDY TOURS

Site visits to institutions may include the Madrid Stock Exchange, and the European Union Office in Madrid

REQUIRED WORK AND FORM OF ASSESSMENT

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| • Midterm Exam | 30 points |
| • Final Project | 40 points |
| • Attendance & participation | 30 points |

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| • TOTAL | 100 point |
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ATTENDANCE POLICY

Regular class attendance is considered mandatory, according to the Academic Policy Guidelines. This course will follow the official attendance policy as stated by UALBANY Madrid Center.



CONTENT

Session	Content	Reading Assignments
<p>Prior to course start at the Madrid UAlbany Center</p>	<ul style="list-style-type: none"> • Introductory document to Europe and the European Union 	<ul style="list-style-type: none"> • Europe in 12 lessons by Pascal Fontaine (2017). EU Publications Office • Go to https://publications.europa.eu/en/publication-detail/-/publication/009305e8-2a43-11e7-ab65-01aa75ed71a1 and download the .pdf document in English
<p>Session 1 June, 4</p>	<ul style="list-style-type: none"> • Course presentation • The Emerging Global Economy and International Business key issues • Intercultural environment • The concept of Regional integration and the European integration • Topic/Case Study assignment and in class discussion 	<ul style="list-style-type: none"> • No readings
<p>Session 2 June, 5</p>	<ul style="list-style-type: none"> • Historical development and enlargement of the European Union. <ul style="list-style-type: none"> • The European Institutions • Topic/Case Study assignment and in class discussion 	<ul style="list-style-type: none"> • Textbook – Chapters 1 to 8 • Go to EUROSTAT webpage and see the statistics and information related to the EU and its member states http://ec.europa.eu/eurostat/statistics-explained/index.php/Main_Page • Detailed explanations about the Institutions of the European Union http://en.strasbourg-europe.eu/detailed-explanations-



		about-the-institutions-of-the-european-union,3214,en.html
Session 3 June , 6	<ul style="list-style-type: none"> • The Economy of the EU and the member states • The Financial framework of the EU • <i>Visit to the European Union Office in Madrid (TBC)</i> 	<ul style="list-style-type: none"> • Go to https://europa.eu/european-union/about-eu/countries/ • the EU budget explained. Go to http://ec.europa.eu/budget/explained/index_en.cfm
Session 4 June , 7	<ul style="list-style-type: none"> • The European Common Market and its rules • Topic/Case Study assignment and in class discussion 	<ul style="list-style-type: none"> • Textbook – Chapter 9
Session 5 June , 8	<ul style="list-style-type: none"> • Trade and Common Commercial Policy • Complying with European standards • Market entry strategies used in business in Europe • Topic/ Case Study assignment and in class discussion 	<ul style="list-style-type: none"> • Textbook – Chapter 15 • https://europa.eu/european-union/business/eu-standards_en • https://europa.eu/european-union/law_en
Session 6 June , 11	<ul style="list-style-type: none"> • MIDTERM EXAM • European Financial Markets • Outstanding European Companies • <i>Visit to the Madrid Stock Exchange (TBC)</i> 	
Session 7 June , 12	<ul style="list-style-type: none"> • The Common Agricultural Policy (CAP) and the Environment Policy • Other common policies 	<ul style="list-style-type: none"> • Textbook – Chapters 10, 11, 13 & 16



	<ul style="list-style-type: none">• Topic/Case Study assignment and in class discussion	
Session 8 June , 13	<ul style="list-style-type: none">• Monetary Union.• The Eurozone• Topic/Case Study assignment and in class discussion	<ul style="list-style-type: none">• Textbook – Chapter 12• The Euro and the Member States of the Eurozone. https://ec.europa.eu/info/business-economy-euro/euro-area/euro/eu-countries-and-euro/
Session 9 June , 14	<ul style="list-style-type: none">• Recent financial crises in Europe• Integration process crises and Brexit• Final Project guidelines• Course wrap up	<ul style="list-style-type: none">• Textbook – Chapter 17 and Outlook

** The content of this program is subject to change, expansion or omission according to the rhythm and needs of the students.*

*** TBC – To be confirmed*



TEXT BOOK

Andreas Staab (2013), *The European Union explained*, Ed.03. Edit: Indiana University

OTHER REQUIRED READINGS

Europe in 12 lessons, European Commission, Directorate-General for Communication

Citizens' Information, Brussels. Publications Office of the European Union, 2017

European Commission selected publications on <http://ec.europa.eu/>

RECOMMENDED READINGS

European Commission COM(2017)2025 of 1 March 2017. White paper on the future of Europe. Reflections and scenarios for the EU27 by 2025.

Kenealy, Daniel, John Peterson and Richard Corbett, *The European Union, How does it work?*, Oxford University Press – Third Edition 2012

Wallace, H., M. Pollack and A. Yound, *Policy-Making in the European Union*, Oxford University Press, Sixth Edition.

MAU, S. AND R. VERWIEVE. 2010. *European Societies*, Portland: The Policy Press.

POLLACK, M. A., 2002, *The Engines of European Integration: Delegation, Agency, and Agenda-Setting in the EU*, Oxford: OUP.

EUROPEAN COMMISSION, 2001, *The White Paper on European Governance*, COM, 2001

HABERMAS, J., 2001, *So Why Europe need a Constitution ?*, in *New Left Review* 11, Sept-Oct 5-26

SVERDRUP, U., 2002, *An Institutional perspective on treaty reform: contextualizing the Amsterdam and Nice Treaties*, *Journal of European Public Policy* 9:1, 120-140

THOMAS, D., *Europe's Constitutional Crisis in Historical Perspective*, Newsletter of the European Union Center, University of Pittsburg, Fall 2005

RECOMMENDED LINKS

- European Council (<http://www.ue.eu.int/en/info/eurocouncil>)
- The Council's Secretariat General Internet website (www.ue.eu.int)
- The Commission's own website (www.europa.eu.int/comm)
- The European Voice newspaper (www.european-voice.com)
- European Policy Centre (www.theepc.be)
- Commission's webpage on the Convention (http://europa.eu.int/futurum/index_en.htm)
- The Parliament website (www.europarl.eu.it)
- The Economic and Social Committee's website (www.europa.esc.eu.int)



- The Committee of Regions website (www.europa.cor.eu.int)
- Celebrating 50 years of Europe (http://europa.eu/50/index_en.htm)
- Eurobarometer – public opinion polls in the EU (http://ec.europa.eu/public_opinion/index_en.htm)
- Selection of analyses and reports (www.euobserver.com)
- Transitions online (formerly Central Europe Review) (www.tol.cz)
- University of Leiden - EU History Site - Home Page - <http://www.eu-history.leidenuniv.nl/index>
- European Navigator from Centre Virtuel de la Connaissance sur l'Europe
- <http://www.ena.lu/mce.cfm>
- EURACTIV : www.euractiv.com
- <http://english.blogactiv.eu/>
- L.S.E Euro blog : <http://blogs.lse.ac.uk/europpblog/>
- University of Portsmouth, European Studies Hub : <http://hum.port.ac.uk/europe-anstudieshub/>
- The EU Studies Association in the US <https://www.eustudies.org/>

INSTRUCTOR BIO

José Lozano is Industrial Engineer for the Polytechnic University of Madrid. He also studied Economics at Davidson College, North Carolina, USA, and completed a master program on International Management at the INSEAD Business School, Fontainebleau, France.

During his long professional career he held top management positions in well known international firms like Alcatel, Avanzit, Etime (Acciona Group), Teligent, Crisa, Digitalk, and World Telecom Labs NV. In the last nine years he is combining his professional career in Industry with Academics in Management, Business and Marketing, collaborating with the Carlos III University in Madrid, as well with various centers of American Universities in Madrid.

José has been for some years an assistant evaluator to the Commission of the European Union on the ESPRIT (European Strategic Program on Research in Information Technology) and ESSI (the European Systems and Software Initiative) Programs of Research and Technology Transfer to Industry. He is actively participating in various international business associations and forums as well.