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**

- Midterm Exam 30 points
- Final Project 40 points
- Attendance & participation 30 points

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- TOTAL 100 point

**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.
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<tr>
<th>Session</th>
<th>Content</th>
<th>Reading Assignments</th>
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| Prior to course start at the Madrid UAlbany Center | • Introductory document to Europe and the European Union | • 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](https://publications.europa.eu/en/publication-detail/-/publication/009305e8-2a43-11e7-ab65-01aa75ed71a1) and download the .pdf document in English |
| Session 1 June, 4 | • 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 | • No readings |
| Session 2 June, 5 | • Historical development and enlargement of the European Union.  
• The European Institutions  
• Topic/Case Study assignment and in class discussion | • 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](http://ec.europa.eu/eurostat/statistics-explained/index.php/Main_Page)  
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<tr>
<th>Session</th>
<th>Date</th>
<th>Topics</th>
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<tr>
<td>Session 3</td>
<td>June 6</td>
<td>The Economy of the EU and the member states</td>
<td>Go to <a href="https://europa.eu/european-union/about-eu/countries/">https://europa.eu/european-union/about-eu/countries/</a></td>
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<td>The Financial framework of the EU</td>
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<td>Visit to the European Union Office in Madrid (TBC)</td>
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<td>Session 4</td>
<td>June 7</td>
<td>The European Common Market and its rules</td>
<td>Textbook – Chapter 9</td>
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<td>Topic/Case Study assignment and in class discussion</td>
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<td>Session 5</td>
<td>June 8</td>
<td>Trade and Common Commercial Policy</td>
<td>Textbook – Chapter 15</td>
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<td>Complying with European standards</td>
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<td>Market entry strategies used in business in Europe</td>
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<td>Topic/Case Study assignment and in class discussion</td>
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<td>Session 6</td>
<td>June 11</td>
<td>MIDTERM EXAM</td>
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<td>European Financial Markets</td>
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<td>Outstanding European Companies</td>
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<td>Visit to the Madrid Stock Exchange (TBC)</td>
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<td>Session 7</td>
<td>June 12</td>
<td>The Common Agricultural Policy (CAP) and the Environment Policy</td>
<td>Textbook – Chapters 10, 11, 13 &amp; 16</td>
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<td>Other common policies</td>
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* 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
European Commission selected publications on http://ec.europa.eu/

RECOMMENDED READINGS
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/europblog/
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.