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*"Your Life Experience; Your Education"*



UNIVERSITY OF  
WISCONSIN - PLATTEVILLE

## **Business and Commerce of the European Union**

**Course Code:** BUSAD 3400

**Prerequisites:** None required

**Language of Instruction:** English

**Contact Hours:** 42

**Credits:** 3

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**Term:** Summer

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## **A. COURSE DESCRIPTION AND OBJECTIVES**

### **A1. COURSE DESCRIPTION**

The European Union is the most successful experiment in international cooperation in modern times, but its 500 million citizens (and non-Europeans) often see it as remote and unnecessarily complex. This is a result of the difficulty in classifying what the EU is. By combining features of a state with those of an intergovernmental organization, European integration has stretched our conceptual understanding of international relations and comparative politics. This course introduces the main conceptual approaches to understanding what the European Union is, how it works, and why it works when similar attempts at high-level international cooperation have failed. It then explores the major challenges facing the European Union with a view towards Europe's future.

The objective of this course is to gain an understanding of the development of the European Union and the vital role it plays in the world today. It traces the early beginnings and purpose of the European Community following the 2<sup>nd</sup> World War. The course covers major EU organizations and institutions, the commerce it promotes among member states, and the vital role it plays as world's largest and most powerful economic trading group.

This study includes:

#### **1. HISTORICAL CONTEXT**

- 1.1. Presentation of course, the idea of the EU.
- 1.2. Post-War European & US; the Cold War.
- 1.3. First tentative steps to integration (1948 – 1952)

#### **2. EVOLUTION OF THE EU: KEY TREATIES**

- 2.1. Treaty of Rome, Britain & EFTA.
- 2.2. Single European Act & the Treaty of Maastricht
- 2.3. Developments Post-Maastricht

#### **3. INSTITUTIONAL FRAMEWORK**

- 3.1. Functioning of key EU institutions
- 3.2. Law-making in the EU.



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#### 4. EU POLICY-MAKING PROCESS

4.1. Principles, policy environment & policy cycle.

4.2. Features of the policy process

#### 5. ECONOMIC & MONETARY UNION (EMU)

5.1. Maastricht, stages, criteria & launch of EMU

5.2. Functioning & management of eurozone

5.3. The Euro: present & future challenges

#### 6. ECONOMIC POLICY

6.1. The Single Market

6.2. Competition Policy

#### 7. OTHER KEY COMMON POLICIES

7.1. common Agricultural Policy

7.2. External Trade: CCP, EU-US relaciones, EU-ACP, EU-China Relations

7.3. Foreign & Security Policy.

7.4. Enlargement: Process, pros/cons of enlargements.

7.5. Enlargement: Turkey

**N.B.** The syllabus may be subject to change.

### **A2. COURSE OBJECTIVES**

1. Know the respective functions of the EU'S main legislative institutions.
2. Know the decision-making procedures within those institutions, and how they influence negotiations among the members.
3. Be able to apply different theoretical and conceptual approaches to explain historical and contemporary European integration.



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4. Understand the issues and challenges confronting an enlarged EU.
5. Be able to evaluate the prospects for future European political development from multiple approaches.

## **B. CRITERIA FOR ASSESMENT**

### **B1. PERCENTAGES**

Midterm 30%

Final Exam 40%

Oral and Written presentation 30%.

### **B2. EXAMS**

Exams will be divided into two main parts. One part will be multiple choice and the other will consist of questions to be developed by the student. In the final exam, as well as the above, the student will have a case study where questions related to knowledge acquired during the course must be answered.

The exams consist of two parts, test questions and to develop some current affairs, which will have been discussed in class formerly.

### **B3. ORAL AND WRITTEN PRESENTATION**

These will deal with two countries from the European Union. The student is going to create a presentation for two members of the EU, and the oral presentation should last approximately ten minutes per country.

Attention will be focused mainly on economic issues and relations with other members of the European Union, providing current data for each country.

The study will include the cultural environment, and research of the political, social and economic challenges continuing to face European integration

For the written presentation, students will have complete freedom with regard to structure and development, and the originality and quality of the content will be taken into account for purposes of evaluation.

The presentations are to be developed between the first and second exams, the oral presentation will take place between the second and final exam and the written presentation will be handed in at the student's oral presentation.



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The teacher will be available at any time for consultation with respect to the presentations.

### **C. CLASS ATTENDANCE**

Class attendance is mandatory. Attendance will be taken at the beginning of class. The student arrives late will be considered absent, as well as, if the student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.

### **D. GRADING**

97-100	A+	77-79	C+
93-96	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-

Below 60 F

### **E. READING**

McCormick, John, Understanding the European Union: a Concise Introduction, 6<sup>th</sup> Edition (Basingstoke, Hampshire, Palgrave Macmillan, 2014)

#### Class handouts

Throughout the course various worksheets and articles will be handed out to students taken from official EU sources, academic journals or the press.

#### Some useful webs

- [www.europa.eu.int](http://www.europa.eu.int) –EU web-page – history, policies, legislation, statistics, decisions.
- [www.eurunion.org/infores/eugide/eugide.htm](http://www.eurunion.org/infores/eugide/eugide.htm) - The EU: a Guide for Americans.
- [www.consilium.europa.eu](http://www.consilium.europa.eu) – Council web-page.
- [www.economicst.com](http://www.economicst.com) – Analytical articles on world economic/political affairs.
- [www.ft.com](http://www.ft.com) – EU & World news, economy, country profiles, corporate activities, shares.
- [www.guardian.co.uk](http://www.guardian.co.uk) – UK daily, broad range of national/international news articles.
- [www.jeanmonnetprogram.org](http://www.jeanmonnetprogram.org) – Selection of EU law & politics articles.
- [www.nytimes.com](http://www.nytimes.com) – World news, critical editorials.
- [www.realinstitutoelcano.org/default\\_eng.asp](http://www.realinstitutoelcano.org/default_eng.asp) - Real Instituto Elcano – Spain, IR, politics articles.
- [www.uaces.org/JCMS.htm](http://www.uaces.org/JCMS.htm) - Essays/articles on wide-covering EU issues.