



How to do Business in Europe

The goal of the course is to give students an insight on the complexities of doing business in Europe. The class will consist of lectures, current events and case studies.

Topics and objectives to be covered:

1. The European Union

- Structure, specific nature, political system and decision-making process. The key institutions: the Council of Ministers, the Commission, the Parliament, the Court of Justice, the European Central Bank
- Historical development since 1959 and the Treaty of Rome. Waves of enlargement. Internal and external pressures that have incited European integration: functional versus federal integration
- Legal authority of EU.
The Court of Justice. The relations between member states and the Court of Justice. The EU budget and major policies: the CAP (common agricultural policy) the regional and the social policies
- External relations
The Triad: the EU, the US, and Asia. The role of the EU Trade Commissioner in International Trade Relations
- Enlargement...
The future of EU. The political dimension of enlargement.
- The future of the EU
Towards the United States of Europe?

2. The European Union and Enterprise

- The single market: development, how single?
Current status and future development.
The role of lobbying and its importance to EU firms
- The single currency: beginnings, aims, strengths, weaknesses.
The ECB (European Central Bank) and its structure, its mission.
The euro vs. the dollar.
- Competition policy: 'anti-trust'.
The main weapons used by the Commission.
The car sector.
The air transport sector. 2 short cases on each.
- EU Enlargement and the commercial aspects.
The shift from planned to free market economies.
The economics of enlargement: immigration, agriculture and environment.
Free movement of people and labor mobility.
- External relations.
EU and trade representation.
Trade conflicts with US.
The role of the WTO.
- Employment law in the EU.