

# Introduction to European Economic Policy (sem A) Gr 3

EM1F4M41A3

## Programme

PGE  
visitors

## UE

Introduction to European Economic Policy

## Semestre

A

## Discipline

Business in Europe

## Volume horaire

27 Hdont 9 h en E-Learning

## Nombre de places

45

## Ouvert aux visitants

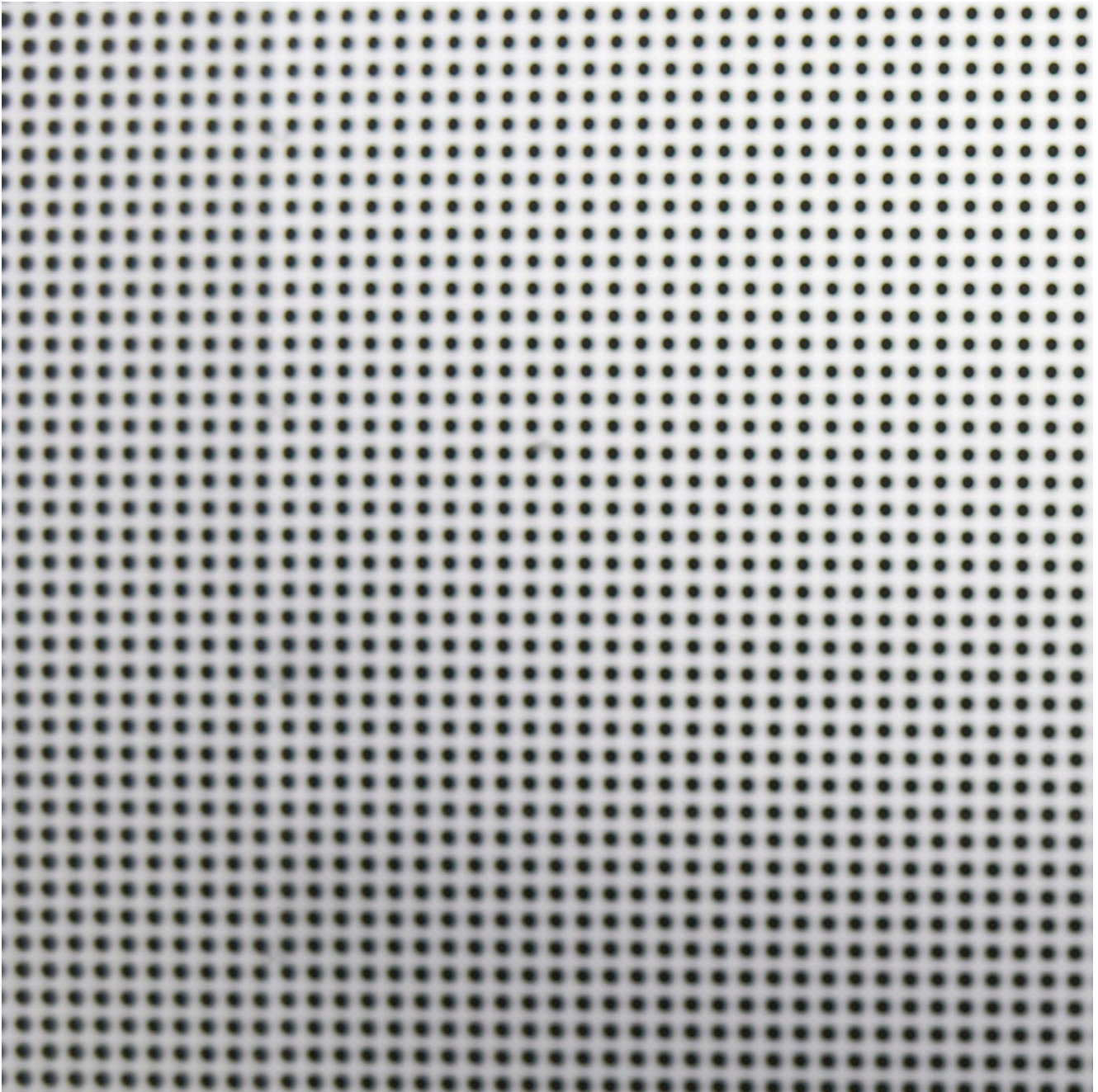
Oui

## Langue

EN

## Responsable

Sabine MENU



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## Liste des intervenants

<b>Intervenant(s)</b>	<b>Email</b>	<b>Volume horaire CM</b>
Sabine MENU	<a href="mailto:sabine.menu@em-strasbourg.eu">sabine.menu@em-strasbourg.eu</a>	27 h

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## Contribution pédagogique du cours au programme

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

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## Descriptif

The course offers a theoretical and practical introduction to the European Union and its legal and political integration process, including its main institutions and main aspects of the EU decision-making process; and an historical overview of the European economic integration process (Single market, budget, economic governance and a common currency) and impact on business, including the latest developments (e.g. Green deal, European recovery plan). Strasbourg is a unique place to learn about the EU as it is where the first steps of the European integration took place and it is today the official location of the European Parliament.

The pedagogical objectives of this course are that students are able after this course to describe concisely and precisely what is the EU today and how are decisions made, in particular with an impact on the business environment; and that students become better acquainted with the European Union's rationale and functioning and are able to evaluate its role and impact in solving some of today's most important European and international business challenges.

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## Organisation pédagogique

### Face-to-face

- Lectures
- E-learning

### In group

- Exercises
- Oral presentations
- Case studies/texts

### Interaction

- Discussions/debates
- Games (educational, role play, simulation)

## Others

Aucun élément de cette liste n'a été coché.

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## **Objectifs pédagogiques**

### Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) Prepare your work in international teams (via the forum on Moodle, class discussions, preparation & presentations of case studies), using communication and language skills in English
  - - (niv. 4) point out the main stages of the European economic integration process, from the early steps until the most recent developments (Brexit, Green Deal, recovery plan)
  - - (niv. 4) diagnose some managerial and operational consequences of the Single market for businesses
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### Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) debate what is the EU and how it works (decisional triangle), in particular in promoting core values and economic policies
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## **Objectifs de développement durable abordés**

ODD n°3 - Good health and well-being  
ODD n°4 - Quality education  
ODD n°5 - Gender equality  
ODD n°8 - Decent work and economic growth  
ODD n°9 - Industry, innovation and infrastructure  
ODD n°10 - Reduced inequalities  
ODD n°11 - Sustainable cities and communities  
ODD n°12 - Responsible consumption and production  
ODD n°13 - Climate action  
ODD n°16 - Peace, justice and strong institutions  
ODD n°17 - Partnerships for the goals

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## **Plan / Sommaire**

Session 1 (9 September): Introduction - What is the European Union (EU)? (face-to-face session, 3 hours)  
Session 2 (16 September): Why the EU? Strasbourg, Schuman declaration and the European Coal and Steel Community (asynchronous session, 3 hours)  
Session 3 (23 September): How does the EU work? Institutions and decision-making (face-to-face session, 3 hours)

Session 4 (30 September): How to shape a Single market? Treaty of Rome & follow up (face-to-face session, 3 hours)  
Session 5 (7 October): Case studies on the Single market (asynchronous session, 3 hours)  
Session 6 (14 October): Case studies on the Single market and its impact on businesses (face-to-face session including an one hour intermediary assessment, 3 hours)

(semester break: week 28 October)

Session 7 (4 November): The Economic and Monetary Union (EMU) - what's new for businesses with this additional stage of the European economic integration process? (asynchronous session, 3 hours)

Session 8 (18 November): The management of the EMU in times of crises (face-to-face session, 3 hours)

Session 9 (25 November): A new economic governance in the making? (face-to-face session, 3 hours)

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## **Prérequis nécessaires**

### **Connaissances en / Notions clés à maîtriser**

Students must show an interest in the European Union and its economic integration process. In the case of European studies (history, law, politics) being completely new, students are requested to read at least one book from the reference list ("basics") at the beginning of the course. In the first session, there will be a test (not evaluated) for each student to assess his/her level and read accordingly. The course is taught in English and students will have to present their work in this communication language. Students must be ready to actively participate to the online activities, face-to-face class discussions and exercises.

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## **Supports pédagogiques**

### **Mandatory tools for the course**

- Computer

### **Documents in all formats**

- Case studies/texts

### **Moodle platform**

- Upload of class documents
- Interface to submit coursework
- Assessments

### **Software**

- Pack Office (Word, Excel, PowerPoint, Access)

### **Additional electronic platforms**

Aucun élément de cette liste n'a été coché.

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## Bibliographie recommandée

### Ouvrages principaux

- GENERAL (this category deals with suggestions of books providing an understanding the European Integration process: if you haven't taken any course on the EU or European studies before this one, you must, right at the beginning of the course, read one of the introductory chapters of these books or those available in the libraries in Strasbourg - e.g. BNU, PEGE or at your home university; the more recent the book the better as the EU has followed a dynamic integration process, particularly in recent years; if you have any doubt about the relevance of your book please double-check with the lecturer)

DINAN Desmond, NUGENT Neil, PATERSON William, The European union in crisis, Palgrave MacMillan, 2017

DINAN D., Ever closer Union. An Introduction to European Integration, 3rd edition, 1999 (latest edition: 4th edition (Basingstoke: Palgrave MacMillan, 2010)

LEONARD D., Guide to the European Union, The definitive guide to all aspects of the EU, 10th edition (London: The Economist/Profile Books, 2010)

McCORMICK J, Understanding the European Union: a concise introduction, The EU series, 3rd edition, 2020

The ABC of European Union law, 2023 (website and publications of the EU)  
(<https://op.europa.eu/webpub/com/abc-of-eu-law/en/#chap12>)

How the European Union works? Publications office of the EU (latest: 2023)

The EU in 2023

([https://op.europa.eu/en/publication-detail/-/publication/ea6b0987-dd66-11ee-b9d9-01aa75ed71a1/language-en?WT.mc\\_id=Selectedpublications&WT.ria\\_c=41957&WT.ria\\_f=7147&WT.ria\\_ev=search&WT.URL=https%3A%2F%2Fop.europa.eu%2Fen%2Fweb%2Fgeneral-publications%2Fhow-the-eu-works](https://op.europa.eu/en/publication-detail/-/publication/ea6b0987-dd66-11ee-b9d9-01aa75ed71a1/language-en?WT.mc_id=Selectedpublications&WT.ria_c=41957&WT.ria_f=7147&WT.ria_ev=search&WT.URL=https%3A%2F%2Fop.europa.eu%2Fen%2Fweb%2Fgeneral-publications%2Fhow-the-eu-works))

- EUROPEAN BUSINESS ENVIRONMENT

SUDER G, Doing business in Europe, Sage, 2008 (PEGE)

SOMERS F (ed), European business environment, Doing business in the EU, 2010, Noordhoff Uitgevers Groningen/Houten (PEGE)

Chapter 15 "Business behavior in Europe's Single Market", in M.KATSILOUDES and S.HADJIDAKIS, International business: A global perspective, Elsevier, 2007 (E-book on Scholarvox)

- ECONOMIC INTEGRATION IN THE CASE OF THE EU

BALDWIN R, WYPLOSZ C, The economics of European integration, 6th edition (MacGraw-Hill, 2020)

DE GRAUWE Paul, Economics of monetary union, Oxford University Press, 2018

VELO Dario & VELO Francesco, A social market economy and European economic monetary union, Peter Lang, 2013

SINN H-W, European monetary integration, 2004 (E-book on Scholarvox) (Chapters 1 and 2)

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### Littérature complémentaire

Reading list: see each session (moodle)

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## **Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource**

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...  
MENU Sabine, Paul Collowald: pionnier d'une Europe à unir, Bruxelles: Peter Lang (2018) (only available in French)

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## **Modalités d'évaluation**

### **Liste des modalités d'évaluation**

#### **Evaluation intermédiaire / contrôle continu 1**Séance n° 6

Ecrite et orale (120 min) / en groupe / Anglais / pondération : 20 %

Précisions : Case studies on the Single market and its impact on businesses

#### **Evaluation intermédiaire / contrôle continu 2**Autre (date, contrôle surprise...) : all sessions

Ecrite et orale / individuelle / Anglais / pondération : 40 %

Précisions : Participation to sessions and to activities (including tasks on Moodle, exercises in class, debates)

Cette évaluation sert à mesurer ILO4.1-BAI, ILO4.2-BAI

#### **Evaluation finale**Dernière séance

Ecrite (45 min) / individuelle / Anglais / pondération : 40 %

Précisions : Multiple choice questionnaire (40 questions, multiple choice of answers to one question and only one correct answer, no minus point policy in case of mistake)