

# **Royal Holloway University of London**

## **European Business MN3225 Course Outline**

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Office Hours (Autumn Term):

Tuesday 14.00-16.00

Thursday 10.30-12.30

(Office hours for the Spring Term will be announced on MOODLE in January)

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## European Business, MN3225 Course Outline

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### A. Course Summary

This course examines European business within the European Union (EU) and in the greater global context. Attention is paid to key institutions, policies and processes involved in the *widening* and *deepening* of the union and the implications of such for European businesses and for consumers. We will also examine the political and economic ties between the EU and the United States, and between the EU and Russia; this includes some coverage of key trade disputes. Lobbying will also be covered. Journal articles and case studies will be used to raise and explore key issues. A range of other techniques will serve to stimulate in-class discussions about the European business environment.

### B. Aims

- To develop a critical, theoretical and practical understanding of European business within the European Union and the greater global context
- To develop an appreciation for the importance of using case studies about different EU member countries, institutions, businesses or issues, to understand key features of the European business environment and how it impacts on business behaviour
- To carry out independent research on the European Union and European businesses in this context and, in so doing, develop and utilize a range of conceptual, technical and personal skills

### C. Learning Outcomes

**On successful completion of this course, students should be able to:**

- Understand how different institutions, policies and processes have shaped the European Union (EU) and the European business environment
- Analyze the interaction between policy frameworks and business behaviour
- Think systematically and critically about the integration process

- Appreciate and understand the challenges facing European competitiveness
- Analyze the national, regional and global influences on European business
- Understand and examine the complex relationships between the EU and major trading partners (United States), and between the EU and emerging markets
- Think laterally and critically about European business – skills needed to be a successful European/international manager
- Undertake independent research on a key aspect of European business

#### **D. Recommended Course Textbook**

Johnson, D. & Turner, C. 2006. *European business* (2<sup>nd</sup> ed.). London: Routledge.

Please note: Students will also be requested to read certain book chapters and journal articles, which will be available in the university library. This reading is essential and will add a layer of depth to the wider coverage provided in the core text.

#### **E. Teaching and Learning Methods**

This course is taught by means of weekly lectures and workshops. Ten one-hour lectures (**Wednesdays from 10:00-11:00, location WIN0-02/03**) will be supplemented by eight one-hour workshops which will take place on Wednesday afternoons unless otherwise specified. You must register for a session and attend your own session. Both lectures and workshops will be led by Dr. Sigrun M. Wagner (Sigrun.M.Wagner@rhul.ac.uk). Workshops will generally focus on case studies, papers and group discussions. Students must come to the workshops PREPARED unless otherwise indicated. That is, students should read the assigned cases or papers, prepare notes on such, and attempt to answer given questions. Students that have not prepared may be asked to leave the workshop. Students will be required to engage in a number of activities during workshops, which will assist them in understanding key concepts/issues covered on the course in preparation for coursework and the exam.

#### **F. Course Content - Overview of Lecture and Workshop Topics**

Please read all of the case studies in the assigned chapters. Additional readings for lectures and workshops may be suggested. Students are encouraged to read beyond that which is required in preparation for coursework and the exam.

	<b>Week Starting</b>	<b>Lecture Topic and Date</b>	<b>Required Reading</b>	<b>Workshop Topic and Required Reading (subject to change)</b>
1	Sept 26	Introduction to European Business Sept 28	Ch. 2 – McCormick, 2008, The Idea of Europe; Ch. 3 – Johnson and Turner, 2006, European Business in a Global Context	No Workshop.
2	Oct 3	European Economic Integration – Evolution and Key Institutions Oct 5	Ch. 2 – Johnson and Turner, 2006, The Integration Imperative; Ch. 3 – McCormick, 2008, The Evolution of the EU; Ch. 4 – Watts, 2008, The Movement to Integration: a Theoretical Perspective	Read the following paper BEFORE the workshop:  Smoke in your eyes: the trouble over tobacco control in the European Union, Duina and Kurzer, 2004, <i>Journal of European Public Policy</i> , Vol. 11, Issue 1, pp. 57–77. (Available electronically)
3	Oct 10	The Enlargement of the European Union: The Eastern Enlargement Oct 12	Ch. 16 – Johnson and Turner, 2006, Central and Eastern Europe; Ch. 14 – Watts, 2008, Member States	No Workshop.
4	Oct 17	The Enlargement of the European Union: Candidate Countries (Turkey) Oct 19	The required reading will focus on the McLaren, Üçer and Ülgen articles.	Read the following materials BEFORE the workshop:  Turkey's Eventual Membership of the EU: Turkish Elite Perspectives on the Issue, McLaren, 2000, <i>Journal of Common Market Studies</i> , March, Vol. 38, Issue 1, pp. 117–29.  Turkey's Accession to the European Union, Üçer, 2006, <i>Futures</i> , 38, pp. 197-211.  (Available electronically)  Turkish Business and EU Accession, Ülgen – to be handed out in the preceding LECTURE.
5	Oct 24	Economic and Monetary Union (EMU) Oct 26	Ch. 8 – Johnson and Turner, 2006, Economic and Monetary Union (as with all chapters in the core text, please read the <u>Case 8.1</u> – 'opting out of the EMU'); Ch. 15 – Dinan, 2005, Economic & Monetary Union	To be announced (TBA).
6	Oct 31	The European Consumer and Consumer	Ch. 15 - Johnson and Turner, 2006, Europe and	Read the following cases BEFORE the workshop and

		Protection Nov 2	the Consumer	answer questions:  <u>Case 15.1</u> , The BSE Crisis, Johnson and Turner 2006, pp. 347-349.  <u>Case 15.2</u> , Airline Compensation, Johnson and Turner 2006, p. 353.
7	Nov 7	Relations between the European Union and the United States Nov 9	Ch. 17 - Johnson and Turner, 2006, European Business in a Global Context; Ch.18 – Dinan, 2005, U.S. – EU Relations	Read the following case study BEFORE the workshop:  Banana Wars: Challenges to the European Union's Banana Regime – to be handed out in the preceding LECTURE.
8	Nov 14	Relations between the European Union and Russia Nov 16	Ch. 18 – Johnson and Turner, 2006, Europe and Emerging Economies	Read the following article BEFORE the workshop:  Keynote Article: Russia and the EU: Strategic Partners or Strategic Rivals? Light, 2008, Journal of Common Market Studies, Volume 46, Annual Review, pp. 7–27. (Available electronically)  Russia-EU: The Partnership that Went Astray, <i>Europe-Asia Studies</i> , Vol. 60, No. 6, pp. 1107-119. (Available electronically)
9	Nov 21	European Competition Policy and Lobbying Nov 23	Ch. 5 – Johnson and Turner, 2006, European Competition Policy	Read the following case BEFORE the workshop:  Intel Corporation: European Union Antitrust Case – to be handed out in the preceding LECTURE.
10	Nov 28	European Business Leadership in a Global Marketplace Nov 30	Kets de Vries, M. and Korotov, K. 2005. The future of an illusion: In search of the new European business leader. <i>Organizational Dynamics</i> , 34(3): 218–230. (Available electronically)	We will also have an in-workshop (FINAL) activity!! No preparation is necessary.
11	2 <sup>nd</sup> Term	Revision (Date to be announced)	No Workshop	

## G. Assessment

Assessment will be divided into two parts:

1. 30% Coursework Essay – 2500 word essay (+/- 10%).

The essay is due by no later than **12:00 on Tuesday, November 29th, 2011**. You must submit two copies of the essay (one hard copy and one electronic copy to Turnitin). We strongly urge you to keep a copy of the essay for yourself. Please consult your *School of Management Undergraduate Student Handbook*, for the full regulations on the submission of coursework and the penalties for late submission of work. (Students will not receive their results for the essay until after the Christmas break).

2. 70% Written Examination (Summer Term – Term 3)

### Coursework Essay – Answer ONE of the following questions:

1. How can British companies benefit from operating within the European Union? Are there any disadvantages?
2. What effect does the “Euro zone crisis” have on the European integration project? Discuss.
3. How does lobbying in the European Union create benefits for European industries and businesses? Is it a legitimate practice?
4. Discuss the difficulties facing the Eastern European member states’ accession to the EU in 2004 and 2007. Has accession been in the best interests of EU citizens and businesses?

*Essay Checklist: 1, 2, 3 and 4! (READ THIS PLEASE!!!)*

- i) Structure – Begin your essay with a *thesis statement* – one or two sentences that condense the argument or analysis to follow. (e.g. Lobbying created benefits for businesses for X reasons, specifically ... Or e.g. In retrospect, it was not in the best interest for Eastern European member states to join the EU because ...). The thesis statement is then followed by an *introduction*, which outlines both the essay’s structure and the main points for discussion. The body of the essay is where arguments should be developed, and proved or disproved according to the evidence. Be sure the discussion here is relevant to the topic at hand. Finally, summarize key points made throughout the essay and highlight any conclusions to be drawn.
- ii) Argument and Content – The argument refers to the ‘point of view’ to be discussed. It should be captured by the thesis statement. The argument or point of view should be clearly developed throughout the essay, and supported by the evidence and analyses.

- iii) Supportive Evidence – You must use evidence – relevant and reliable information, figures and/or examples (e.g. pertaining to countries, industries or businesses) – to support your argument and the claims made.
- iv) Referencing – Use the appropriate reading materials - articles (academic and non-academic articles), books, reports etc. – to back up your argument(s). Regardless of whether or not a work is quoted from directly or indirectly, all work cited in the BODY of the submitted piece of work must have the author's name and date published in parentheses following the citation (e.g. Jones and Smith, 2005; or Johnson, 2010). If the work is quoted from directly, page numbers must also be included. Work cited must be listed at the end of the essay in a section titled 'References'. Please use the *Harvard Style* of referencing here. References must be listed in alphabetical order, and written up consistently and accurately. Also, the essay must be an original piece of work and students should not be working together. Plagiarising the work of others, or work produced by the individual student for another project, will result in a mark of ZERO.
- v) Style and Presentation – Essays should be double-spaced. Be sure the essay is well structured and contains accurate spelling and grammar. Sections of the essay should be highlighted with the appropriate headings. Headings should describe the issue(s) to be discussed. Also, please note that *signposting* is very important. In essays this is where you signal to the reader, at the beginning of each section, the direction you will take (the structure you will adopt – e.g. this section discusses three key reasons why lobbying is beneficial for European business, including ...).

Please note: If you would like to discuss the outline of your essay with the lecturer, then please do during office hours. You have up until November 22<sup>nd</sup> to do so, at the latest. No exceptions.

*Assessment Criteria for essays:*

In addition to the essay checklist i, ii, iii, iv and v, please consult the *School of Management Undergraduate Student Handbook*, for the criteria according to which your essay will be assessed. They include: intellectual qualities expressed, structure and organisation, level of reading, quality of referencing, and writing style.

### **Exam**

You will be examined on topics discussed in the lectures and workshops. Active reading by students on these topics is recommended. See reading list. Other reading materials may also be suggested. Students should also stay on top of current affairs.

## H. Using MOODLE

Lecture slides will be posted on MOODLE the day before the lecture. Please note that while the slides are meant to be clear and helpful, there is much more to the lectures than the slides and they should not be seen as a substitute for such.

## I. Further Guidance

Lectures and workshops begin no later than 5 minutes past the hour. Do not be late as it is very disruptive. Mobile phones should not be used during sessions.

## J. Reading List

### Core text:

Johnson, D. & Turner, C. 2006. *European business* (2<sup>nd</sup> ed.). London: Routledge.

### Recommended readings will be selected from these books on the European Union:

Dinan, D. 2005. *Ever closer union: an introduction to European integration* (3<sup>rd</sup> ed.). Boulder, Colorado: Lynne Rienner.

McCormick, J. 2008. *Understanding the European Union: A concise introduction* (4<sup>th</sup> ed.). New York: Palgrave Macmillan.

Watts, D. 2008. *The European Union*. Edinburgh: Edinburgh University Press.

Please note: Several copies of these books are available in the university library.

### Examples of other useful readings across topics discussed on the course:

Arikan, H. 2006. *Turkey and the EU: An awkward candidate for EU membership?* (2<sup>nd</sup> ed.). Aldershot: Ashgate.

Blair, A. 2010. *The European Union since 1945*. New York: Pearson.

Bourdieu, P. 2005. *The social structures of the economy*. Cambridge: Polity.

Chang, M. 2009. *Monetary integration in the European Union*. Hampshire: Palgrave Macmillan.

Chesnais, F., Ietto-Gilles, G. & Simonetti, R. 2000. *European integration and global corporate strategies*. London: Routledge.



Debeljak, A. 2004. *The hidden handshake: National identity and Europe in the post-Communist world*. Lanham, MD: Rowman & Littlefield.

Dent, C. 1997. *The European economy: The global context*. London: Routledge.

Dinan, D. 2006. *Origins and evolution of the European Union*. Oxford: Oxford University Press.

Greenwood, J. 2007. *Interest representation in the European Union*. Basingstoke: Palgrave MacMillan.

Grosse, R. (ed.) 2005. *International Business and Government Relations in the 21<sup>st</sup> Century*. Cambridge: Cambridge University Press.

Hague, R. & Harrop, M. 2007. *Comparative government and politics: An introduction (7<sup>th</sup> ed.)*. Hampshire: Palgrave.

Hardacre, A. 2011. *How the EU Institutions Work and... How to work with the EU Institutions*. John Harper Publishing.

Harris, N. 1999. *European business (2<sup>nd</sup> ed.)*. London: Macmillan Business.

Harris, P. & McDonald, F. (Eds.) (2004). *European Business & Marketing*. London: Sage.

Herslund, M. & Samson, R. (Eds.) 2005. (Unity in Diversity) *Europe and the European Union: Enlargement and constitutional treaty*. Copenhagen: Copenhagen Business School Press.

Hickson, D. & Pugh, D. 1995. *Management worldwide: The impact of societal culture on organizations around the globe*. London: Penguin Books.

Hill, C. 2011. *International business: Competing in the global marketplace (8<sup>th</sup> ed.)*. London: McGraw-Hill.

Hine, D. & Kassim, H. 1998. *Beyond the market: The EU and National social policy*. London: Routledge.

Hodges, C. 2005. *European regulation of consumer product safety*. Oxford: Oxford University Press.

Johnson, D. & Robinson, P. 2004. *Perspectives on EU-Russian Relations*. London: Routledge.

Lane, J. (Ed.) 2002. *European Union-U.S. Trade Conflicts and Economic Relationship*. New York: Novinka Books.

Lawrence, P. 1998. *Issues in European business*. Basingstoke: Macmillan Business.

- Macmaoláin, C. 2007. *EU food law: Protecting consumers and health in a common market*. Oxford: Hart Publishing.
- Michalski, A. 2006. The enlarging European Union. In J. Richardson (Ed.), *European Union: Power and Policy-making* (3<sup>rd</sup> ed.): 271-293. London: Routledge.
- Moran, R. T. & Riesenberger, J. R. 1994. *The global challenge: Building the new worldwide enterprise*. London: McGraw-Hill.
- O'Brennan, J. 2006. *The eastern enlargement of the European Union*. New York: Routledge.
- Owen, G. 1999. *From empire to Europe*. London: Harper Collins.
- Paliwoda, S. & Marinova, S. 2007. The marketing challenges within the enlarged single European Market. *European Journal of Marketing*, 41(3/4): 233-244.
- Pridham, G. 2005. *Designing democracy: EU enlargement and regime change in post-Communist Europe*. New York: Palgrave Macmillan.
- Richardson, J.J. & Coen, D. 2009. *Lobbying the European Union: institutions, actors, and issues*. Oxford: Oxford University Press.
- Rollo, J. 2002. In or out: The choice for Britain. *Journal of Public Policy*, 22(2): 217-238.
- Schimmelpfennig, F. & Rittberger, B. 2006. Theories of European integration: Assumptions and hypotheses. In J. Richardson (Ed.), *European Union: Power and policy-making* (3<sup>rd</sup> ed.): 73-95. London: Routledge.
- Slater, J., Strange, R. & Wang, L. 1998. *Trade and investment in China: The European Experience*. London: Routledge.
- Smith, M. 2001. The European Union's commercial policy: Between coherence and fragmentation. *Journal of Public Policy*, 8(5): 787-802.
- Stiglitz, J. 2002. *Globalization and its discontents*. London: Penguin Books.
- Tsoukalis, L. 2000. *European political economy*. Oxford: Oxford University Press.
- Wallace, H., Pollack, M. A., Wallace, W. 2010. *Policy-making in the European Union* (6<sup>th</sup> ed.). Oxford: Oxford University Press. (older editions available)

Academic journals that are particularly relevant to this course include:

Europe-Asia Studies  
European Management Journal  
Journal of Common Market Studies  
Journal of European Public Policy  
Regional Studies

Please note that we have access to all of these journals.

Other journals, which may be useful to this course:

Business and Society  
European Journal of Marketing  
International Affairs  
International Business Review  
Journal of Economic Perspectives  
Journal of Management Studies  
Journal of Public Affairs  
Journal of Public Policy  
Journal of World Business  
Policy Studies Journal

Useful non-academic articles can be found in the following publications:

European Business Forum  
Financial Times, Economist, The Week

Useful online sources:

<http://europa.eu>  
<http://eubusiness.com>  
<http://www.bbc.co.uk>  
<http://euobserver.com/>  
<http://www.euractiv.com/en>  
<http://studentthinktank.eu/>

Twitter (treat with care!):

<a href="http://europatweets.eu/">http://europatweets.eu/</a>	
@TheEconomist	@EuropeanVoiceEV
@eu_eas	@ePolitix
@EINEUNews	@euissuetracker
@EuropeanAgenda	@foreignoffice
@SocialEurope	@BBCRadio4
@councilofeurope	@EUtube
@Berlaymont	@FinancialTimes
@EU_Commission	@ftbrusselsblog
@European_Union	@smwagner_RHUL (→ #MN3225)