

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : The European Union and implications for businesses	CODE : MEMLVM2604
	YEAR / ANNEE : 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU : Understanding the European Union is fundamental for business companies, as the impact of EU legislation and EU policies is constantly increasing. This course aims to present a summary of what the European Union is and does; how it works and how decisions are made and implemented ; and how EU policies impact businesses.	
SKILLS TARGETED / COMPETENCES VISEES : <ul style="list-style-type: none"> • Ability to broaden one's views by taking into account the European dimension when analyzing a market or sector ; • Developing a prospective frame of mind with respect to EU issues and being prepared to anticipate related changes in the business environment ; • Ability to identify institutions/bodies to address as company managers. 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR : MARKETING VENTE	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Daniel DEBOMY	OFFICE / BUREAU : E 414
EMAIL : pulv@optem.fr	TEL 01 34 87 18 23

POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE : EMLV	YEAR / ANNEE : 3
PROGRAM / PROGRAMME : MARKETING VENTE	SEMESTER / SEMESTRE : 6
TRACK – MAJOR / OPTION : ALL/TOUS	
UNITE D'ENSEIGNEMENT : MARKETING VENTE	
CREDITS ECTS : 2	

LENGTH (in hours)/DUREE (EN HEURES)				
TOTAL HOURS / TOTAL FACE A FACE : 17h30	CM : 1h15	CA : 16h15	TD :	TP :
TOTAL EVALUATION : 3h00	CC : 1h00 (inclus en CA)	EXAM / EXAMEN: : 2h00	PRESENTATION / SOUTENANCE :	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT : English/anglais
PREREQUISITES / PREREQUIS :
LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES : As a result of this course, students will be able to : <ul style="list-style-type: none"> • Become aware of the various facets of EU policies ; • Understand the underlying principles and logic behind these policies ; • Clarify the complexity of EU decision making processes ; • Discuss future challenges for Europe and European companies.
TEACHING METHOD / METHODE PEDAGOGIQUE : The course consists of lectures combined with case study analyses, class discussions and student presentations.
EVALUATION METHOD / MODALITES D'EVALUATION : Ongoing assessment : 50% (attendance, individual and group papers) Final exam : 50% (written examination—2 hours)
BIBLIOGRAPHY / BIBLIOGRAPHIE : To be communicated by the professors throughout the course.

DEROULEMENT DU MODULE						
SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INTERVENANT(S) <i>Si impact sur planif</i>
1	1h15	CM	-	Presentation of the course	Amphi	
2	1h15	CA	1H00	A short history of European integration	Salle avec retroprojecteur	
3	1h15	CA	1H00	The European Union's institutions	Salle avec retroprojecteur	
4	1h15	CA	1H00	The European Commission	Salle avec retroprojecteur	
5	1h15	CA	1H00	How the European Union works	Salle avec retroprojecteur	
6	1h15	CA	1H00	EU policies (1) : policies of (mainly) economic nature	Salle avec retroprojecteur	
7	1h15	CA	1H00	EU policies (2) : policies aimed at solidarity and protection	Salle avec retroprojecteur	
8	1h15	CA	4H00	Case study : analysis of EU policies' impact on a specific business sector	Salle avec retroprojecteur	
9	1h15	CA	1H00	EU policies (3) : future-oriented policies	Salle avec retroprojecteur	
10	1h15	CA	1H00	EU policies (4) : the external dimension	Salle avec retroprojecteur	
11	1h15	CA	4H00	Case study : analysis of EU policies' impact on a specific business sector	Salle avec retroprojecteur	
12	1h15	CA	1H00	Europe as perceived by the Europeans	Salle avec retroprojecteur	
13	1h15	CA	1H00	Europe as perceived by the Europeans (contin'd)	Salle avec retroprojecteur	
14	1h15	CA	1H00	Key challenges for the European Union	Salle avec retroprojecteur	