



Doing Business in the EU	
Course number	2218 (Business Administration for small and medium-sized enterprises, Bachelor of Arts/ B.A.)
Remarks	Blended learning concept with face-to-face lectures on our campus in Miltenberg. Miltenberg is located about 40 km from Aschaffenburg and can be reached by train.
Lecturer	Prof. Dr. Angress
ECTS	5
Number of semester hours	4
Workload	150h
Type	Compulsory Module
Duration	1 Term
Prerequisites	None
Type of exam	Term Paper/Project Paper with oral presentation on Doing Business in the EU (in English; the usage of German sources/material is also allowed).
Objectives	<ul style="list-style-type: none"> • Students will gain a basic understanding of how the EU as a market of 28 (27) members states operates and what this means especially for small and medium sized businesses to do business in the EU and with the EU as trading partner. • They will gain an understanding of how the EU works and get an overview with the key EU institutions and how they interact with Members States and how they can get involved themselves in decision-making processes affecting business and citizens alike. • They will learn and understand the fundamentals of the single market as cornerstone of the EU with its underlying four fundamental freedoms (per-son, products, services and capital) and also get to know the major political and economic trading partners of the EU and underlying principles. Students will apply their understanding and knowledge by identifying relevant EU Programmes and initiatives for enterprises and analyse these within the framework of a concrete business case /project. The latter will cover elements of how to do business in the and with the EU and how entrepreneurial ideas can be promoted and financially sup-ported by the EU.
Content	<p>The main course objective is to introduce students to a basic understanding of the European Union and its practical relevance for business. It will consist of the following major interrelated thematic strands:</p> <ol style="list-style-type: none"> 1) An Introduction to the history and main actors of the EU and decision making processes relevant for business Students will be introduced to the history and development of the EU and learn about the role of influence seeking/lobbying from a business perspective and learn which decisions and which key actors can be influenced in the law/decision making process and at what level. They will also learn about supporting mechanisms and intermediary bodies and organisations specialised to provide expertise and counselling to business/SMEs in particular one hand and how to get involved including influence seeking by business, on the other. 2) The EU and the Single Market (SM) Operating and benefiting in the EU Single Market as business is thus one cornerstone of the course as well as concrete case studies and



	<p>success stories of business that are operating within the EU -and beyond. The European Single Market consists of Four Freedoms: free movement of people, goods, services and capital. Students will be introduced to all four freedoms and fundamental principles of the SM and its implications for business. Students will learn about the role of the Single Market for (small and medium sized) business also by way of practical business case studies. The SM also has an external dimension and an overview will also be given of doing business beyond Europe e.g. in the framework of so called Free Trade Agreements (FTA) between the EU and a third country.</p> <p>3) Doing business in practice (I): EU Funding Programmes for Business with a focus on SMEs A third thematic strand of this module is an overview of relevant EU funding programmes and how business can participate in these - either directly as entrepreneur, as co-ordinating organisation or as partner in a regional or European/transnational consortium. Students will be encouraged to learn and apply their knowledge through a practical case i.e. project proposal based on identification of suitable EU funding programmes/sources.</p> <p>4) Doing business in practice (II). Business Case Studies & Optional Additional Elements to gain insight into doing business in the EU (Study Trips to EU Institutions in Brussels/Frankfurt) A practical insight into how the EU works especially with regard to business and EU funding opportunities for SMEs as backbone of the European economy is at the heart of this course. Based on this rationale, business case studies will be complemented by practical insights (also by invited EU experts) on EU funding opportunities for business and preparing the basics of a EU project application. Students will also learn whom to address for specialised advice and counselling structures for business in the EU such as the European Enterprise Network (EEN) or relevant structures on regional level.</p>
International applicability	The international applicability is given (on several levels regarding topic, international dimension and language of instruction)
Bibliography	<p>Reading: A reader with material will be made available for this course via Moodle. A variety of relevant timely articles and literature can be accessed online particularly via the official Gateway of the European Union http://europa.eu</p> <p>Main course books:</p> <ul style="list-style-type: none"> • John Mc Cormick, Understanding the European Union: Aconcise introduction. Latest edition. Available as ebook via internal ProQuest Platform:: https://ebookcentral.proquest.com/lib/th-ab/detail.action?docID=6273953 • Gabriele Suder. Doing business in Europe. SAGE Publications. 3rd edition. 2017 <p>Also recommended:</p> <ul style="list-style-type: none"> • Hartmut Marhold (ed.).Europe under Stress. Internal and External Challenges for the EU and its Members States. 2016.
Forms of instruction	Blended Learning
Language of instruction	English (Glossary and some support material in German)
Availability	Every winter term