

Module Details	
Module Title:	European Business Management (MSc)
Module Code:	SIB7007-A
Academic Year:	2019-20
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability	
Occurrence	Location / Period
PDA	Kozminski University / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims
To establish a comprehensive understanding of the opportunities and challenges facing firms operating within the European Union

Outline Syllabus
<p>The underlying principles of EU integration and the main players. The story so far - achievements and stumbling blocks. Monetary Union. The Social Chapter. Competition Policy and Industrial Development.</p>

Business Trends and Future Challenges.
Deepening and widening - long-term implications.
Europe in the world economy.

Learning Outcomes

1	1. Demonstrate a comprehensive understanding of the new political/economic/social frameworks for Europe and their implications for business organisation and strategy.
2	2. Demonstrate an enhanced ability to evaluate opportunities and threats posed by changes within the EU and make effective strategic decisions.
3	3. Evaluate complex information, write reports and make effective presentations

Learning, Teaching and Assessment Strategy

This module consists of a series of Lectures supported by tutorials in which cases will be analysed and issues debated. Role play will also be used to explore attitudes and responses to specific issues. You will be assisted in achieving LO 1 through lectures whilst the tutorials and associated activities will be used to facilitate LO 2 and 3. LO 1 and 2 will be assessed by Examination. Individual coursework will be used to assess LO 2 and 3. Tutorials will also be used to provide you with formative feedback on your understanding and application of the module concepts.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Presentation - Group presentation based on case study		30%
Summative	Coursework	Individual project (1500 words)	0 hours	70%
Referral	Coursework	Supplementary assessment - Individual assignment (2000 words)	0 hours	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further

detail about the module and any changes will be discussed and/or communicated at this point.