

European Business and Management

Module Code:	SIB5006-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Business and Management
FHEQ Level:	FHEQ Level 5
Module Leader:	Mr Jean-Marc Trouille

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

Taking the individual firm as the basic unit of analysis for this module, the main aim is to apply strategic management tools and concepts to the challenge of managing a business in a European context, which itself is located within the broader global economic, political and social context. European business will be taken in the broad sense of companies with operations in Europe. Raising awareness of sustainable development related issues in the framework of the EU Single Market is at the core of this module.

Outline Syllabus

Strategic Analysis: Review of the macro-environmental framework (economic, technological, legal, environmental, social, cultural) in which businesses operate in Europe. Understanding the regulatory framework of the European Union and its effect on business activity: SEM, competition, trade, industrial policy, EMU, energy policy, Europe's digital market; R&D and Innovation policy in Europe; Corporate social responsibility in Europe; European business and the global context; EU/global environment relations; Regional economic integration across the world; International trade; the TTIP; Cross-cultural management in the EU; Implications of a Brexit for European business; Case study; implications of service liberalisation for business. Case study: competition in the European energy sector. Case study: Banana War. Strategy formulation and implementation: Identifying strategic and commercial risks related to competition within different sectors using case studies. Business opportunities and threats related to CEE countries: Strategic options for market entry. Business challenges related to EU-China economic relations.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Apply the principles of strategic management to real companies and organisations operating within the more narrowly defined context of Europe, the Single Market, and the wider global environment.
- 2 Use and apply analytical and evaluative skills.

Learning, Teaching and Assessment Strategy

The module is delivered through formal lectures and student-centred seminars including student presentations, directed private study and research using the VLE to support learning, prescribed reading and directed analysis of material. LO 1 and 2 are assessed through both assessment components, Oral formative feedback is provided in the seminars.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Coursework - 2000 words	-2000 words	50%	No
Summative	Classroom test	Classroom test - MCQs and Questions	1 hour	50%	Yes

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).