

Module Details	
Module Title	European Business and Management
Module Code	SIB5006-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

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.

Learning Outcomes

Outcome Number	Description
01	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.
02	Use and apply analytical and evaluative skills.

Learning, Teaching and Assessment Strategy

The module delivery adopts a blended learning approach. All lectures are delivered online. Tutorial seminars are delivered alternately online and face-to-face every second week. The module is delivered through formal online lectures and student-centred seminars (50% online, 50% face-to-face) including student discussions, 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 a 2500 word coursework. Oral formative feedback is provided in the seminars.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Coursework (2500 words)	N/A	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.