

2006 / 2007: Bachelor of International Trade

Identification Course : **The Company in the single market (Elective)**

Course Coordinator : Phil Eyre

Professors : Eyre + O'Sullivan

Dates :

Objectives

To understand the specific and unique environment of the EU structure and systems. To gain basic insights into the opportunities and threats of the single market for European and non-European companies. By understanding the European dimension of their activity, managers will be able to take it into account before making key decisions

Prerequisites

Awareness of the historical background of Europe : the key members of the EU, the political and commercial relations between European countries.

Syllabus

- Dr Patrick O'Sullivan of Cardiff Business School : European **tax harmonization**. The **spillover effects** of EU integration.
- **Phil Eyre The Single Market** and the obstacles to its completion. **Competition Policy**. The EU budget and **Agricultural issues**. . The **EURO and European Monetary Integration**. The impact of the euro on the eurozone countries. Interaction and rivalry between the euro and the dollar
- **Phil Eyre Enlargement** and the issues involved. GB in or out? Future enlargements and the economic impacts. The limits to EU growth. **Social Europe** and the Marks and Spencers case. **Trade issues** and Europe. The development of the role of the EU Trade Commissioner. EU and US trade relations.

Methods of Work

See the basic introduction to the EU ('How is it run?') on the www.eurunion.org website

Validation

Exam : 2 hour duration

Bibliography

- www.eurunion.org. the official web site for U.S. students
- www.europa.eu.int the official Commission web site
- www.ecb.eu. the European Central Bank site
- www.eubusiness.com
- A Very Short Introduction by Pinder (OUP)
- Understanding the EU : A Concise Introduction to the EU by McCormick (Macmillan)
- European Economic Integration (4th edition) McDonald & Dearden