Course Level Learning Goals: The objective of this course is to prepare students to do business in the EU. This will be achieved by the accomplishment of the following Learning Goals:

- Students will demonstrate an understanding of the forces leading to the development and the implementation of the unique economic and political unit called the European Union.
- Students will demonstrate an understanding of the current issues impacting the continuing development of the European Union.
- Students will demonstrate an in depth understanding of a specific issue facing firms doing business in/with the EU.

Course Activities: The course is a combination of on-line learning and field work. During the semester we will have weekly readings and Discussion Forums using the D2L Course Management program. There will also be two homework assignments during this time. That time will be used to familiarize you with the key issues facing the European Union today and for you to find a focal point for your interest in doing business there. At the end of the semester, there is one period of Field Work consisting of formal lectures, presentations and interactive group work that will take place in England, France and Belgium, May 9-19, 2019. During that week, you will have the opportunity to engage in discussions and activities that will help you to delve into the topic of interest to you. We will conclude with a short reflection on what you have learned.

Course Readings: Readings and Websites will be listed in Course Content

Course Schedule for Field Work: Schedule will be available on D2L

Course Requirements: All students are required to participating in the weekly Discussion Forums and submit the homework assignments. During the Field Work, all students must participate in all field activities.

Course Research Requirement: Each student will develop their individual expertise on a topic related to doing business in the European Union. Possible research topics include:

a. The new rules for Management in the EU – especially after Brexit
b. The impact of Terrorism on Business Operations
c. Consumer Marketing in a “Unified” Europe
d. The Nexus of US-EU Foreign Policy and Trade Policy – and Anti-trade Rhetoric
e. Global Logistics and Supply Chain Management in a “borderless” market
f. Trade Unionism and the Free Movement of Labor through Europe
The list obviously is essentially endless. Because each student brings different background and different interests to the course, there is no one perspective that takes primacy in the list. However, each student must have the topic approved by the instructor before the Field Work. Students will use the time in Europe to develop information on their topic.

**Course Grade:** Grades will be calculated as follows:

1. Class Participation in Discussion Forums: 20%
2. Homework One (2 pages) 20%
3. Homework Two (2 pages) 20%
4. Participation in Field Work Meetings 20%
5. Final Paper and Discussion 20%

**TOTAL** 100%

Please note that all students are required to participate in all the activities during the Field Work. In addition, behavior and demeanor will count. You are expected to act in a totally professional manner. There are many very busy and well respected individuals who are giving you their time and the benefit of their expertise. Show them the courtesy of your attention and your gratitude.

**Course Schedule:**

Week 1: January 14: Syllabus and Test of the System  
Week 2: January 22: Introductions and Interests  
Week 3: January 28: Discussion Forum Group #1: EU Background  
Week 4: February 4: Discussion Forum Group #2: Threats to the EU  
Week 5: February 11: Discussion Forum Group #3: Political Landscape  
Week 6: February 20: Homework One  
Week 7: February 25: Discussion Forum Group #1: Regulatory Landscape  
Week 8: March 4: Discussion Forum Group #2: The Euro  
Week 9: March 11: Discussion Forum Group #3: European Identity  
March 18: Spring Break  
Week 10: March 25: Introductions to the visits in Europe  
Week 11: April 1: Van Parys Case Presentations  
Week 12: April 8: Homework Two  
Week 13: April 15: Easter Break  
Week 14: April 22: Topics Discussion  
Week 15: April 29: Topics Discussion  
Week 16: May 9-19: Off we go! Final Schedule to follow