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.

The design of the Learning Goals for this course has been developed to interpret the international dimensions of the Learning Goals of the Wehle School of Business as described below:

*Learning Goals*: We are committed to developing professionals who have depth of expertise in business functions combined with breadth of leadership and professional skills for success in today’s dynamic business environment. Students graduating from the Wehle School of Business will:

- Understand ethical behavior and sustainability concepts
- Make well-informed business decisions by demonstrating the ability to solve business problems through quantitative and qualitative reasoning
- Understand how functional areas of business impact business strategy
- Be career-ready professionals who are prepared to lead

The learning goals for all students graduating from the Wehle School of Business can be found at: [https://www.canisius.edu/academics/our-schools/richard-j-wehle-school-business/about-wehle-school/program-learning-goals](https://www.canisius.edu/academics/our-schools/richard-j-wehle-school-business/about-wehle-school/program-learning-goals)

COURSE GRADES

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 7-17, 2020. During that week, you will have the opportunity to engage in
discussions and activities that will help you to delve into topics 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 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 Write Up 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 13: Syllabus and Test of the System
Week 2: January 20: Introductions and Interests
Week 3: January 27: Discussion Forum Group #1: EU Background
Week 4: February 3: Discussion Forum Group #2: Threats to the EU
Week 5: February 10: Discussion Forum Group #3: Political Landscape
Week 6: February 19: Homework One
Week 7: February 24: Discussion Forum Group #1: Regulatory Landscape
Week 8: March 2: Discussion Forum Group #2: The Euro
Week 9: March 9: Discussion Forum Group #3: European Identity
March 16: Spring Break
Week 10: March 23: Introduction to the visits in Europe
Week 11: March 30: Company Visit Discussion Questions -- London
Week 12: April 6: Easter Break
Week 13: April 13: Homework Two
Week 14: April 20: Company Visit Discussion Questions -- Brussels
Week 15: April 27: Company Visit Discussion Questions -- Paris
Week 16: May 7-17: Off we go! Final Schedule to follow