Course: European Business in a Global Context — credits: 5

Course code	UTVM25EBG1C
Name	European Business in a Global Context
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	P. Postma

Modes of delivery Tutorial

Assessments

Learning outcomes

After completing the course the student is able to:

EBG1 analyze and assess the function, structure, and dynamics of the EU (PLO 1)
EBG2 examine the role(s) of EU politics and economic policy making (PLO1, PLO3)
EBG3 appraise industries' capabilities and environments in terms of EU related opportunities and constraints (PLO1, PLO2, PLO3, PLO4, PLO5, PLO7)
EBG4 propose corporate / business strategies based on evaluation of EU related opportunities and constraints (PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7)

Content

The course covers following topics:

1. Introduction to the European Business in the Global Context:
1.1. A Portrait of Europe: key features.
1.2. European Business: structure and performance.
1.3. Europe in the lead for sustainability.

2. The EU strategies for resilient and sustainable future & international business.
2.1. The Six European Commission's priorities for 2019-1024.
2.2. Recovery plan for Europe: opportunities for business.
2.3. A European Green Deal: opportunities for business.
2.4. Overall targets and reporting: what does it mean for business?

3. EU Energy, Climate Change, and Environment Policies: main features and implications for business organisations in the EU.
3.1. Implementation of EU Energy, Climate Change, and Environment Policies in EU countries: implications for business.
3.2. EU standards, tools and labels: implications for business.

4. EU international cooperation on climate, energy and environment and contribution to SDGs: main features and implications for international business.
4.1. EU international cooperation on climate, energy, and environment: what does it mean for international business? International Climate Finance.
4.2. EU contribution to international sustainable development goals: what does it mean for business?

5. EU digital economy, EU social economy and reforms in the EU financial sector:
5.1. A Europe fit for the digital age: what does It mean for international business?
5.2. An economy that works for people.
5.3. Reform support for the financial sector

6. EU in the world economy: opportunities and challenges for international business.
6.1. EU engagement within the European Space – relations with candidate countries and European Neighbourhood Policy: economic aspects, opportunities and challenges for businesses
6.2. EU trade relations with developed countries.
6.3. European and the BRICs: opportunities for businesses
6.4. Europe and the Least Developed Countries - trade, aid and the ACP states. Opportunities for businesses.

Included in programme(s)

International Business and Management

School(s)

International Business School

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