

Valid for 2022.HS

<b>Module Name: European Affairs</b>			
Module Code	w.BA.XX.2EuA.XX		
Module Description	The overall objectives of the module are for students to describe, explain, and analyze the political and economic institutions of Europe. These include the EU, EFTA, and bilateral Swiss-EU Relations. Students examine case-studies illustrating the implications of European Integration.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ International Management</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Dominique Ursprung (ursp)		
Deputy Module Coordinator	Siyana Timcheva (timc)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> <li>Methodological Competence</li> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> <li>Social Competence</li> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> <li>Self-Competence</li> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ explain the key features of Europe's history and the evolution of modern Europe.</li> <li>§ know the five key institutions of the European Union (EU).</li> <li>§ discuss and analyze EU foreign policy.</li> <li>§ understand the evolution and current challenges of Swiss-EU bilateral relations.</li> </ul>		
Module Content	<ul style="list-style-type: none"> <li>§ The foundations and history of modern Europe</li> <li>§ Structure and functions of the EU</li> <li>§ Decision-making in Brussels</li> <li>§ EU foreign policy</li> <li>§ Swiss-EU relations</li> <li>§ The European Free Trade Association (EFTA)</li> </ul>		

Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2DBusE.XX w.BA.XX.2ITrPo-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Problem-Oriented Teaching § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	42 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>42 h</b>	<b>20 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	10	25,00 %
Background paper on the topic of the presentation (two pages)	Grade	-	10,00 %
Written Exam (Week 14)	Grade	60	65,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Baldwin, R. & Wyplosz, C. (2020). The economics of European integration. 6th edition. London: McGraw-Hill. ISBN 978-1-5268-4721-8.		
Recommended Reading	§ Schweizer, M. & Ursprung, D. (2015). Integration am Ende? Die Schweiz im Diskurs über ihre Europapolitik. Zürich: Chronos. ISBN 978-3-0340-1313-0.		
	§ Bradford, A. (2020). The Brussels effect : how the European Union rules the world. New York: Oxford University Press. ISBN 978-0-19-008858-3.		
	§ Keukelire, S. & Delreux, T. (2022). The Foreign policy of the European Union. 3rd edition. London: Bloomsbury Academic. ISBN 9781350930483.		
	§ Hill, C., Smith, M. & Sophie, V. (2017). International Relations and the European Union. Third edition. Oxford, United Kingdom: Oxford University Press. ISBN 9780198737322.		
Comments	-		