

Valid for 2024.FS

Module Name: European Affairs			
Module Code	w.BA.XX.2EuA.XX		
Module Description	The primary objective of this module is to provide students with a comprehensive understanding of the dynamics and processes within the European Union, including its policies and Swiss-EU relations. The module delves into contemporary developments such as the European digital single market, EU regulations on artificial intelligence, and the European Green Deal. In addition to exploring these recent topics, the module takes an interdisciplinary approach to examine the evolution of European integration. Students engage in small group discussions on current issues of their choice, allowing for active participation and deeper exploration of the subject matter. Moreover, they are required to complete an online test during the final week of the semester. By undertaking this module, students will be well-prepared for pursuing careers in European contexts, public affairs, or businesses that are directly impacted by regulations originating from Brussels.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Dominique Ursprung (ursp)		
Deputy Module Coordinator	Siyana Gurova (timc)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § analyze EU policies in the field of foreign affairs, digital technologies, and defence. § understand how Europe's digital single market operates. § are familiar with the challenges of Swiss-EU bilateral relations. § understand the process of European integration. 		

	§ understand how the EU became a global regulatory power.		
Module Content	§ Europe's digital, single market. § Decision-making and power structures in Brussels. § Swiss-EU relations. § European integration. § The European Free Trade Association (EFTA). § European AI strategy.		
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	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	42 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	42 h	20 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Reading Test 1	Grade	5	5,00 %
Reading Test 2	Grade	5	5,00 %
Talk/oral presentation	Grade	15	30,00 %
Written Assignment	Grade	-	60,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Baldwin, R. & Wyplosz, C. (2022). The economics of European integration. 7th edition. London: McGraw-Hill. ISBN 9781526849434.		
Recommended Reading	§ 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. & Vanhoonacker, S. (2023). International relations and the European Union. Fourth edition. Oxford: Oxford University Press. ISBN 9780192897343.		
Comments	-		