

Module description: European Affairs		
Module Code	w.BA.XX.2EuA.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
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 foreign and neighborhood policies. The evolution and particularities of the bilateral relationship between Switzerland and the EU are also covered. Students discuss current events in small groups and also present a given topic to the class. 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.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Dominique Ursprung	
Deputy Module Coordinator	Siyana Gurova	
Program and Specialization	<ul style="list-style-type: none"> Elective module (see module table) 	
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	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation Social Competence <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• analyze EU policies in various fields.• 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 ("Brussels effect").					
Module Content	<ul style="list-style-type: none">• Decision-making and power structures in Brussels• European integration• Swiss-EU relations• EU Foreign Policy• European Neighbourhood Policy (ENP)• EU Enlargement Policy					
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.2ITrPo-IM.XX• w.BA.XX.2DBusE.XX					
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Teaching Materials• Multiple Choice Tests					
Methods of Instruction	<ul style="list-style-type: none">• Literature Review• Problem-Oriented Teaching• Exercises• Lecture• Interactive Instruction		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Pair Work• Group Work			
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study		
	Large Class	28 h	16 h			
	Small Class	-	-			
	Group Instruction	-	-			
	Practical Work	-	-			
	Seminar	-	-			
	Total	28 h	16 h	46 h		
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting	
	-					
	Permitted Resources					
	Others		Assessment	Format	Length (min.)	Weighting
	Moodle Test		Grade	Einzelarbeit	60	60.00
	Talk/oral presentation		Grade	Gruppenarbeit	20	30.00
	Reading Test 2		Grade	Einzelarbeit	5	5.00
	Reading Test 1		Grade	Einzelarbeit	5	5.00
Classroom Attendance Requirement	None					
Compulsory Reading	<ul style="list-style-type: none">• Baldwin, R. & Wyplosz, C. (2022). The economics of European integration. 7th edition. London: McGraw-Hill. ISBN 9781526849434.					

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Recommended Reading

- Keukelire, S. & Delreux, T. (2022). The Foreign policy of the European Union. 3rd edition. London: Bloomsbury Academic. ISBN 9781350930483.
- Hill, C. & Vanhoonacker, S. & Smith, M. (2023). International relations and the European Union. 4th Edition. Oxford: Oxford University Press. ISBN 9780192897343.
- Rhinard, M. & Nugent, N. & Paterson, W. (2023). Crises and Challenges for the European Union. Bloomsbury Publishing. ISBN 9781350342903.
- Bradford, A. (2020). The Brussels effect : how the European Union rules the world. New York: Oxford University Press. ISBN 978-0-19-008858-3.
- Wallace, H. & Pollack, M. & Young, A. (2025). Policy-Making in the EU. 9 Edition. Oxford University Press. ISBN 9780198912408.

Comments