

Valid from 2025.FS

<b>Module description: European Affairs</b>			
<b>Module Code</b>	w.BA.XX.2EuA.XX		
<b>ECTS Credits</b>	3		
<b>Language of Instruction/Examination</b>	English		
<b>Module Description</b>	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 takes an interdisciplinary approach (historic, political, economic and legal) to examine the evolution of European integration. Students discuss current events in small groups and also present a given topic to the class. 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.		
<b>Organizational Unit</b>	AIB Leitung		
<b>Module Coordinator</b>	Dominique Ursprung		
<b>Deputy Module Coordinator</b>	Siyana Gurova		
<b>Program and Specialization</b>	<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 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>		
<b>Legal Framework</b>	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		
<b>Module Category</b>	<table border="0" style="width: 100%;"> <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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<b>Prerequisite Knowledge</b>			
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>		

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<b>Contribution to Program Learning Objectives</b>	<b>Professional Competence</b> <ul style="list-style-type: none"> <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> </ul> <b>Methodological Competence</b> <ul style="list-style-type: none"> <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> </ul> <b>Social Competence</b> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <b>Self-Competence</b> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>																														
<b>Module Learning Objectives</b>	Students... <ul style="list-style-type: none"> <li>• analyze EU policies in various fields.</li> <li>• understand how Europe's digital single market operates.</li> <li>• are familiar with the challenges of Swiss-EU bilateral relations.</li> <li>• understand the process of European integration.</li> <li>• understand how the EU became a global regulatory power ("Brussels effect").</li> </ul>																														
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Decision-making and power structures in Brussels</li> <li>• European integration</li> <li>• European digital single market</li> <li>• Swiss-EU relations</li> </ul>																														
<b>Links to other modules</b>	This module is linked to the following modules: <ul style="list-style-type: none"> <li>• w.BA.XX.2ITrPo-IM.XX</li> <li>• w.BA.XX.2DBusE.XX</li> </ul>																														
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>• Reader</li> <li>• Teaching Videos</li> <li>• Teaching Materials</li> <li>• Multiple Choice Tests</li> </ul>																														
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>• Exercises</li> <li>• Lecture</li> <li>• Literature Review</li> <li>• Interactive Instruction</li> <li>• Problem-Oriented Teaching</li> </ul>	Social Settings Used: <ul style="list-style-type: none"> <li>• Individual Work</li> <li>• Group Work</li> <li>• Pair Work</li> </ul>																													
<b>Type of Instruction</b>	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>28 h</td> <td>42 h</td> <td></td> </tr> <tr> <td>Small Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>28 h</b></td> <td><b>42 h</b></td> <td><b>20 h</b></td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	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>
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<b>Performance Assessment</b>	<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>Format</b>	<b>Length (min.)</b>	<b>Weighting</b>
	Others	Grade	Einzelarbeit	60	60.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	30.00
Reading Test 2	Grade	Einzelarbeit	5	5.00	
Reading Test 1	Grade	Einzelarbeit	5	5.00	
<b>Classroom Attendance Requirement</b>	None				
<b>Compulsory Reading</b>	<ul style="list-style-type: none"> <li>Baldwin, R. &amp; Wyplosz, C. (2022). The economics of European integration. 7th edition. London: McGraw-Hill. ISBN 9781526849434.</li> </ul>				
<b>Recommended Reading</b>	<ul style="list-style-type: none"> <li>Bradford, A. (2020). The Brussels effect : how the European Union rules the world. New York: Oxford University Press. ISBN 978-0-19-008858-3.</li> <li>Keukelire, S. &amp; Delreux, T. (2022). The Foreign policy of the European Union. 3rd edition. London: Bloomsbury Academic. ISBN 9781350930483.</li> <li>Hill, C. &amp; Vanhoonacker, S. &amp; Smith, M. (2023). International relations and the European Union. 4th Edition. Oxford: Oxford University Press. ISBN 9780192897343.</li> </ul>				
<b>Comments</b>					