

Syllabus for the course

EUROPEAN ECONOMY AND BUSINESS RELATIONS WITH LATIN AMERICA

Course code:	2SEQ03
Course title in language of instruction:	European economy and business relations with Latin America
Course title in Czech:	Evropská ekonomika a obchodní vztahy s Latinskou Amerikou – anglicky
Course title in English:	European Economy and business relations with Latin America
Number of ECTS credits allocated:	3
Mode of delivery:	full-time; 0/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Language of instruction:	English
Level of course and year of study:	bachelor (first cycle): 3
Semester:	SS 2019/2020
Name of lecturer(s):	Mgr. Jarolím Antal, Ph.D. (examiner, instructor), Ing. Vít Hinčica, Ph.D. (examiner, instructor), Ing. et Ing. Markéta Kalábová, Ph.D. (examiner, instructor), Ing. Cristina Procházková Ilinitchi, Ph.D. (examiner, instructor), Ing. Mgr. Tomáš Sadílek, Ph.D. (examiner, instructor), Ing. Ondřej Sankot, Ph.D. (examiner, instructor, supervisor), Ing. Jitka Volfová, Ph.D. (examiner, instructor)
Prerequisites and co-requisites:	none
Recommended optional programme components:	none
Work placement:	none

Aims of the course:

The objective of this course is to acquaint students with contemporary practices of cross border business operations within the EU market and with the specifics of doing international business with Latin-American countries.

Learning outcomes and competences:

Upon successful completion of the course, students should be able:

- to identify the key economic issues facing EU market economies,
- to analyze the unique aspects of international and cross-cultural management,
- to understand the factors influencing competitiveness at European and international market,
- to estimate business opportunities of EU and Latin-American states and companies,
- to prepare and present a team project and argue in the discussion.

Course contents:

- 1. European Integration – history, current situation, euro** (lectures: 0, seminars: 2)
 - a) Aims and development of European integration
 - b) Exchange rate
 - c) Monetary integration
- 2. Economic and Business European law** (lectures: 0, seminars: 2)
- 3. Economics of European integration, competitiveness of the European Union** (lectures: 0, seminars: 4)
 - a) Effects of free trade
 - b) EU neighborhood policy

- c) EU FTAs
 - d) Competitiveness and productivity
 - e) Current issues of the EU
4. **The Czech Republic and Central European countries, partnership and strategies** (lectures: 0, seminars: 2)
- a) Central Europe after the Transition
 - b) Trade and capital ties
 - c) Current issues of CEE economies
5. **Europe and Latin America** (lectures: 0, seminars: 2)
- a) Trade and investment ties
 - b) EU-MERCOSUR FTA
6. **Trends in Tourism: Europe – Latin America** (lectures: 0, seminars: 2)
7. **International management** (lectures: 0, seminars: 10)
- a) Market analysis (company enters new market)
 - b) Market entry modes and strategies in international companies
 - c) Management models in international companies
 - d) Management and leadership in different cultures
8. **Projects presentation** (lectures: 0, seminars: 2)

Learning activities, teaching methods and workload (hours):

Type of teaching method	Hours of workload
	Daily attendance
Attendance at seminars/workshops/tutorials	26
Preparation for seminars/workshops/tutorials	13
Preparation of term paper	26
Preparation for final test	13
Total	78

Assessment methods and criteria:

Requirement type	Weight
	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Term paper	40 %
Final test	40 %
Total	100 %

Assessment:

- Graded courses
- 1 Excellent (90 – 100%)
 - 2 Very good (75 – 89%)
 - 3 Good (60 – 74%)
 - 4 Insufficient (0 – 59%)

- Ungraded courses
- P Passed
 - NP Not Passed

Special requirements and details:

none

Reading:

Type*	Author	Title	Published in	Publisher	Year	ISBN
RQ	DICKEN, P.	Global shift : mapping the changing contours of the world economy	Los Angeles	Sage	2015	978-1-4462-8210-6
RQ	ANDREWS, T G. – MEAD, R.	International management : culture and beyond	Chichester	John Wiley & Sons	2009	978-1-405-17399-5
RQ	BALDWIN, R E. – WYPLOSZ, C.	The economics of European integration	London	McGraw-Hill Education	2015	978-0-0771-6965-7

* RQ – required RE – recommended