

67615 - Company policy and business structure in the EU

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	524 - Master's in the European Union
ECTS	3.0
Course	1
Period	Indeterminate
Subject Type	Optional
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

3.4. Importance of learning outcomes

4. Evaluation

5. Activities and resources

5.1. General methodological presentation

5.2. Learning activities

5.3. Program

Program

67615 - Company policy and business structure in the EU

Theme 1. The Globalization of markets

Theme 2. The Internationalization of firms

Theme 3. Economic Policies in the EU that affect firms and their relation with the national policies.

Theme 4. Structural Business in the EU. Evolution, distribution... A focus on SMEs.

Theme 5: The Single Market (EU): Effect on prices, costs and business changes (re- structuring companies)

5.4.Planning and scheduling

5.5.Bibliography and recommended resources