

ECN465 EUROPEAN POLITICS AND ECONOMY

Instructor: Hideya TAIDA

E-mail taidahm@tkk.att.ne.jp

Office TBD

Semester: autumn (2009)

Description

The course begins with focus on the historical development and present structure of the European Union (EU). Prominent political and business leaders from Tokyo will visit class to speak about Japan –EU relations, Japanese firms in the EU, and EU firms in Japan. Other themes to be explored are the new ‘E-Generation,’ the birth and significance of the EURO, the European social model, and the emission reduction trade in the EU etc. Case study analysis will focus on Japanese firms in EU and on EU firms in Japan. Students will be required to research outside sources to prepare for analysis of 4 case studies. Preparations must be completed before coming to class. The case studies are: ECCO, iittala, Nissan Motores and Marubeni.

In addition to a wide range of reading assignments, students will be expected to make substantial use of online and conventional media sources to search for recent news articles that either support or refute the hypotheses put forth in our textbook.

The instructor will rely on his long experience as board member and CEO of European operations of one of Japan’s largest trading companies, to give real life to the study of the EU.

OBJECTIVES

Upon completion of the course, students will:(1) understand the history and present organizational and governance structure of the EU, (2) have developed through case study analysis, a good understanding of the opportunities and risks of doing business in the EU, And (3) be able to develop a reasonable forecast for the future of the EU, substantiated and documented by knowledge obtained during this semester.

STDY MATERIALS

<Textbook>

Reid T R. The United States of Europe: The New Superpower and the End of American Supremacy. Penguin Press, 2004

<Reference books, readings and other information>

Hill, Charles, International business. McGraw-Hill

Fontaind, Pascal. Europe in 12 Lessons

Williams, Bonnie. The communication Gap (original English transcript from publisher)

<Useful websites>

<http://europa.eu/index.en.htm>

http://www.europarl.europa.eu/news/public/default_en.htm