

Fiche de cours 2025-2026

Bachelier en International Business	Bloc 2	Niveau CEC 6
Code UE X210	Nom de l'UE European Business and Economics	
Responsable(s) Yung-Do DUCOBU		
Enseignant(s) intervenant(s)		
Crédits ECTS 5.0	Quadrimestre 2	Obligatoire Oui
Catégories C3. Mobiliser les savoirs et savoirs-faires propres à l'international business		
compétences C4. Analyser les données utiles à la réalisation de sa mission en adoptant une démarche systémique		
Prérequis N/A		
Co-requis N/A		
Est prérequis de N/A		

Langue Anglais

Acquis d'Apprentissage C3.3. Mettre en œuvre un marketing stratégique et opérationnel adapté en intégrant la dimension multiculturelle et les différentes contraintes de l'environnement

Terminaux C4.1. Comprendre et anticiper l'évolution économique, légale, géopolitique et culturelle des marchés en identifiant les indicateurs pertinents de veille
 C4.3. Effectuer un diagnostic stratégique de la situation commerciale de l'entreprise et de son environnement international et faire des recommandations d'importation ou d'exportation
" European Business and Economics / EBE " (X210) is an introductory course which enables the students to understand the global business Environment in Europe. It is essential for a student in International Business because by the end of this course, the student will be able to :
 - understand the European Economy from a **theoretical perspective** (Socio-historical Introduction of the European Idea, Institutional and Substantive Law of the EU, Macroeconomic Governance under EMU, Structural Policies) as well as **practical perspective** (EU Affairs Business News, concrete aspects for Customers & Businesses, our European trading partners...) ;
 - make **links with other courses** in International Business in an interdisciplinary perspective ("TP2X", Customs & Duties, Law, ERMs in Import/Export Issues...) ;
 - understand EU Affairs with a critical mind and apply the EU framework in a **business environment with concrete aspects** (global European Supply Chain, doing Business with our neighboring markets...)

Contenu This introductory course is divided into several chapters which are logically connected : the focus is on **EU Model and Economics**. The students has first to understand the context of the European Idea, which led to the creation of EU Institutions. The impact of the different policies for Businesses and Customers will then be highlighted :

Chapter 1 : Context

- EU Idea and Jargon
- EU Institutional & Substantive Law
- Global Europe

Chapter 2 : Functioning

- EU Economics & Convergence Issues
- Macroeconomic Governance under EMU
- EMU Story : Conclusions in History

Chapter 3 : Policy

- Long-Term Policy in the EU & Liberalization
- Structural Policy : Conclusions in Budget

Chapter 4 : Businesses

- EMU for Companies : People, Planet, Profit
- EMU for Customers : People, Planet, Profit
- EBE Story : Conclusions in Everyday Life

Méthode d'enseignement All the different topics outlined above will be dealt with in either lecturing format or mini research sessions, even debates in small subgroups. A cross-disciplinary approach will be proposed to highlight the concrete impacts related to EU current affairs based on newspaper cuts, scientific reports, TV programs. Even a movie on the Greek Crisis will be proposed to make the classes more attractive.
 A critical mind will be highly appreciated to comment on all the class input : the pedagogical outcomes are then also really practical and not only theoretical.
 This is the reason why regular attendance is mandatory : extra material only given in live class sessions are also relevant for the finals. For this purpose, students are expected to prepare assignments for the following

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sessions with other EPHEC and / or ERASMUS Students : meeting and working with foreign students is also an important learning strategy in this class. Individual assignments will also be expected and checked.

- Acquis d'apprentissage intermédiaires et/ou spécifiques** This course enables the students to :
- be knowledgeable with **fundamentals in EU Economics**
 - understand that **Economics can be very practical** and relevant for International Business students ;
 - arouse **curiosity for potential further academic curricula** in EU Affairs and that it can be taught in a practical and enjoyable way to highlight the importance of EU law in our everyday life ;
 - understand that **EU Affairs can also be relevant for any professional future.**

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Syllabus	Handout only available in class : " EU Economics I : Context, Functioning, Policy, Businesses " (Part 1), Y-D A. Ducobu, Ph.D., 97 pages, 4th Edition, 2026), This document is a guideline for the students to make notes in class. A digital tablet-friendly version to make complete will also be on EPHEC-MOODLE. Handout only available on MOODLE : EU Economics I : Context, Functioning, Policy, Businesses (Part 2)" (Y-D A. Ducobu, Ph.D., PowerPoint Slides, 4th Edition, 2026). This document is the compilation of the slides with current news Illustrations. The latter can be adapted according to tutor.

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
100	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les évaluations All evaluations might take place live and/or online depending on the global situation approved by the Head of the Departement and the Faculty staff in charge. Some specific work may also be required and the instructions will be posted on MOODLE.
Additional Info about possible resit will be published no later than June 30 to determine the concrete modalities under certain strict conditions (TEAMS, on-campus exam format, assignments, tentative schedule...)
MES Students have to get informed about their special program " *Programme de Remédiation EBE* " as manted above ; this is in addition to the regular final exam. No full participation will lead to penalties.