

Master in European Studies

Description of modules

Sept. 2009

Description of modules

	1st	2nd	3rd
	Semester	Semester	Semester
Modules	Institutions, Policy-Making and Regions in the EU: Unit 1: Institutions, Policy-Making and Regions in the EU Unit 2: Theories of Integration and Multi-Level Governance Unit 3: The EU and its Member States Unit 4: The EU's „Area of Freedom, Security and Justice	The EU as a Global Player Unit 1: The EU as a Global Player: External Relations, Trade and Development Policy Unit 2: EU-US relations Unit 3: EU-Asia relations	Optional or mandatory Internship Mandatory for those who graduated from a Bachelor programme with less than 240 ECTS
	EU Business Law Unit 1: EU Business Law I Unit 2: EU Business Law Seminar 1 Unit 3: EU Business Law Seminar 2	European Public and Private Management II Different units to choose from	
	European Economic Integration Unit 1 : European Economic Integration Unit 2 : Competition Policy in the EU Unit 3: Budget Policy of the EU	Master Thesis Unit: Master Seminar	
	Management of Funds: Unit 1 : Regional Economics and Structural Funds in the EU Unit 2: Case Studies Unit 2: Applying for funds in the EU	Master Thesis	
	European Public and Private Management I Different units to choose from	Master Thesis	

In addition, we will be offering these classes:

- **Introduction to Economics (10 hours)**
- **Presentation Skills (10 hours)**
- **Research Skills and Academic Writing (10 hours)**
- **Meet the Europeans (20 hours)**
- **German Classes (30 hours)**

Module: Institutions, Policy-Making and Regions in the EU

Unit 1: "Institutions, Policy-Making and Regions in the EU"

Syllabus content	<p>Contents include:</p> <ul style="list-style-type: none"> • EU-Institutions: history, legal background, tasks and powers, organisational structure, working procedures and recent attempts of reform • Policy-Making in the EU: development of EC/ EU policies, Actors of EU policy-setting, Multi-level governance in the EU, EC/ EU policies in the three pillars, Decision procedures, EU budget, Impact of EC policies in the first pillar, Impact of EU policies in the second and third pillar • Role of the Regions: Institutions and fields of action, European regional networks
Aims of the module	<p>The students shall learn about the tasks and organisational structures of the EU-institutions, the process of policy-production within the main policy fields and the role of the member states and regions in designing and applying the referring legislative procedures and programmes.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, internet sessions, web demonstration, group work
Methods of assessment	Written exam/ presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Application within the Hochschule Bremen, University of Applied Sciences	Institutions, Policy-Making and Regions in the EU
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Compulsory
Contact hours in semester periods per week	4 for the module Institutions, Policy-Making and Regions in the EU (2 for this unit)
Assumed hours of self-study	8 hours for the module Institutions, Policy-Making and Regions in the EU
Credit Points	6 credits for the module Institutions, Policy-Making and Regions in the EU
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Institutions, Policy-Making and Regions in the EU
 Unit 2: "Theories of European Integration and Multi-Level Governance"

Syllabus content	<ul style="list-style-type: none"> • Part 1: Introduction and Overview: European integration and European multi-level governance: • Part 2: Theories of European integration I: Supranationalist Approaches • Part 3: Theories of European integration II: Intergovernmentalist Approaches • Part 4: Approaches on European multi-level governance
Aims of the module	<p>The central aim of the class is to inform the students about the concept of an empirical-analytical theory, to present the major strands of theories of European integration, the major developments in theories of European multi-level governance and to encourage the Students to use the theoretical lenses to explain empirical cases from the history of the European Union and the European policy-making.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, case studies
Methods of assessment	Written exam, presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	Institutions, Policy-Making and Regions in the EU
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	2 out of 3 are compulsory
Contact hours in semester periods per week	4 hours for the module Institutions, Policy-Making and Regions in the EU (1 for this unit)
Assumed hours of self-study	8 hours for the module Institutions, Policy-Making and Regions in the EU
Credit Points	6 credits for the module Institutions, Policy-Making and Regions in the EU
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Institutions, Policy-Making and Regions in the EU

Unit 3: "The EU and its Member States"

Syllabus content

- The relationship between member states and the EU in historical perspective;
- Theoretical perspectives on EU-member state relations and interactions;
- The sovereignty issue in EU-member state relations;
- 'New governance' approaches to EU-member state relations;
- Member states as actors in EU policymaking and implementation processes;
- The 'Europeanisation' of EU member states;
- The rise of 'Euroscepticism' within the member states.;
- Case studies of specific member states;
- The future of relations between the EU and its member states.

Aims of the module

The principal aims of the module are to analyse the key theoretical and practical issues concerning relations and interactions between the European Union and its member states, with particular reference to contemporary issues and controversies.

In addition to providing a historical perspective on relations between the EU and member states, it will also explore 'new governance' approaches to our understanding of the roles played by member states in EU policymaking and implementation processes and will also examine the processes of 'Europeanization' within member states. It will therefore adopt both 'bi-directional;' and comparative perspectives on EU-member state relations.

Although member states and the EU will be the principal units of analysis, the role of non-state actors, such as the roles of parties and interest groups. in these processes will also be analysed. Specific contemporary issues will be explored by means of case studies of particular member states and through comparative analyses of specific policies, utilising where possible the knowledge, experience and opinions of the student cohort.

Methods of teaching, learning and assessment

Methods of Teaching	A combination of key notes lectures and seminars
Methods of Learning	Case studies, group work and oral presentations
Methods of assessment	Written assignment.

Requirements for attendance

Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
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Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences

Duration and frequency of the module

Cycle of the module	Annual
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Outline of the module and work load

Type of module	2 out of 3 are compulsory
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Description of modules

Contact hours in semester periods per week	4 hours
Assumed hours of self-study	8 hours
Credit Points	6 credits
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Institutions, Policy-Making and Regions in the EU

Unit 4: "The EU's „Area of Freedom, Security and Justice"

<p>Syllabus content</p>	<p>The EU's commitment to establish and strengthen an "Area of Freedom, Security and Justice" gained ground with the adoption of the Maastricht Treaty of 1991. Follow-up steps towards European integration were provided for by the Treaties of Amsterdam and Lisbon. Specific Action Programmes were adopted in order to translate the treaty provisions into policy development, notably via the Tampere Programme (1999), the Hague Programme (2004) and the Stockholm Programme (2009). Implementation is supported through specific sectoral funding programmes.</p>
<p>Aims of the module</p>	<p>The EU's commitment to establish and strengthen an "Area of Freedom, Security and Justice" gained ground with the adoption of the Maastricht Treaty of 1991. Follow-up steps towards European integration were provided for by the Treaties of Amsterdam and Lisbon. Specific Action Programmes were adopted in order to translate the treaty provisions into policy development, notably via the Tampere Programme (1999), the Hague Programme (2004) and the Stockholm Programme (2009). Implementation is supported through specific sectoral funding programmes.</p> <p>The seminar will be divided into 2 working days of 7,5 hours each.</p> <p>The first day will focus on the comprehensive presentation, analysis and discussion of the general concept of the "Area of Freedom, Security and Justice", including its history, its treaty provisions, working methods and institutional competencies. Presentations by the lecturer will be followed by group work on relevant topics such as (i) the analysis of the legal basis, (ii) content and orientation of the Action Programmes, and (iii) the instruments that support the implementation of established policy orientations. Short presentations on the results will provide the basis for open discussions and conclusions.</p> <p>The second day will be dedicated to present, analyse and discuss the core policy prongs constituting the "Area of Freedom, Security and Justice, i.e. (1) police and judicial cooperation, (2) border control and visa policy, (3) migration and asylum policy, and (4) human and fundamental rights. Each topic will be introduced by the lecturer, followed by group work on core policies, leading to a general discussion on the evolving EU internal security policy.</p> <p>The general objective of the seminar is to demonstrate that economic integration of the European Union unavoidably triggered accompanying policies to ensure high levels of and fair and equitable access to freedom, security, and justice, in line with the assumption of the founders of the European Communities that economic integration would provide an indispensable precondition for enhanced sharing of national sovereignty rights. Even more, today's EU policy towards the establishment of the "Area of Freedom, Justice and Security" is becoming increasingly a motor and condition sine qua non for Europe to underpin and substantiate its political and economic interests.</p>
<p>Methods of teaching, learning and assessment</p>	
<p>Methods of Teaching</p>	<p>A combination of key notes lectures and seminars</p>
<p>Methods of Learning</p>	<p>Case studies, group work and oral presentations</p>
<p>Methods of assessment</p>	<p>Written assignment.</p>
<p>Requirements for attendance</p>	
<p>Qualifications</p>	<p>Very good English language skills, first university degree in either law, politics,</p>

Description of modules

economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule
Bremen, University of Applied Sciences

Duration and frequency of the module

Cycle of the module Annual

Outline of the module and work load

Type of module 2 out of 3 are compulsory

Contact hours in semester periods per week 4 hours

Assumed hours of self-study 8 hours

Credit Points 6 credits

Language of Instruction English

Level Graduate Level

Remarks

Module: EU Business Law

Syllabus content

- Introduction to the EU legal system;
- The relation between the law of the EU and its Member States including the transformation of EU law into national law and the approximation of the laws of the Member States;
- The legal protection offered by the European Court of Justice;
- The free movement of goods, persons, services and capital within the internal market;
- The general principles of EC Law - such as Fundamental Rights, Equality, Proportionality,
- Subsidiarity, the Protection of Legitimate Expectations and the principals governing liability of damages.
- Law of State Aid and the Public Sector
- Principles which guide the administrative supervision and enforcement of EU Law
- New instruments of administrative collaboration within the EU and its Member States

Aims of the module

It shall be understood that the EU is based on law and that Treaty Law of the Communities as well as secondary EU law such as regulations, directions and decisions have precedence over the national law of the Member States. The students shall understand the contents and structure of the "acquis communautaire" and shall be enabled to work with EU law, using the principles and the basic techniques developed by the European Court of Justice in order to solve typical law cases in the field of EU business and administrative law. Exemplary case studies mainly in the fields of the elementary economic freedoms as guaranteed in the Treaty establishing the European Community shall help the students to discuss legal economic problems in a Single European Market and to find solutions for them. In addition, the law of state aid and the public sector will be discussed.

Moreover, students shall become accustomed to the ways of EU law enforcement by national administrations and to governance beyond the European nation state and how this is managed and supervised by EU institutions like the Commission with the help of new administrative techniques because traditional administrative patterns cannot be applied anymore. Consequences of the principle of uniform application of European law for national administrative activities, different approaches and concepts for administrative activities in the EU will be analysed. Rules for interregional co-operation between administrations will be demonstrated.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Lecture, case studies

Methods of assessment

Three examinations: The first is a written examination with the task to solve an EU Business Law case. Students then choose between Seminar 1 or 2 and will pass individual tests in these classes.

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Description of modules

Usability of the module

Application within the Hochschule
Bremen, University of Applied Sciences

EU Business Law

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

The First part (45 lecture hours) is compulsory, then there is a choice between 2 seminars (15 hours each)

Contact hours in semester periods per week

4

Assumed hours of self-study

8

Credit Points

6

Language of Instruction

English

Level

Graduate Level

Remarks

Module: European Economic Integration

Unit 1: "European Economic Integration"

<p>Syllabus content</p>	<hr/> <p><i>Part One: Some Basic Facts and the Essence of Integration Theory</i></p> <ul style="list-style-type: none"> • The European Union • A Brief History of European Economic Integration • The Economics of Regional Economic Integration <p><i>Part Two: European Economic Integration in Practice</i></p> <ul style="list-style-type: none"> • The Single Market • The EU's budget • The Common Agricultural Policy (CAP) • The Common Transport Policy (CTP) • The Common Commercial Policy (CCP) • Industrial Policy • Regional Policy • Environmental and Social Policies • Monetary Integration <p><i>Part Three: Outlook - the Future of European Economic Integration</i></p> <ul style="list-style-type: none"> • The Economics of Eastern Enlargement • Fundamental Institutional Reform
<p>Aims of the module</p>	<p>The course of the study is designed to familiarise students with the key theoretical and political concepts of European economic integration, its successes, its failures, and the challenges ahead. In order to achieve its objectives, the course is divided into three parts. Part A, conceived as a brief introduction to the field, kicks off with a short history of the integration process, which is followed by an overview of the economic role of the EU in the world, its major institutions and its principal competencies in the field of economic policy. It concludes with a synopsis of the economic theory of regional integration. The focus of part B will be on the principal areas of European economic integration in practice: the Single Market including the EU's competition policy, the EU's budget, the Common Agricultural Policy, the Common Transport Policy, the Common Commercial Policy, the EU's industrial policy and its interaction with both trade and competition policies, the EU's regional, environmental, and social policies, and the European Monetary Union (EMU). Finally, the future of the integration process is discussed in Part III, featuring an analysis of the economics of the proposed eastern enlargement and of the case for fundamental institutional reform.</p>
<p>Methods of teaching, learning and assessment</p> <p>Methods of Teaching</p> <p>Methods of Learning</p> <p>Methods of assessment</p> <p>Requirements for attendance</p>	<p>Seminar</p> <p>Lecture, group work, case studies</p> <p>Written exam /presentation</p>

Description of modules

Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	European Economic Integration
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Compulsory
Contact hours in semester periods per week	4 hours for the module European Economic Integration (2 for this unit)
Assumed hours of self-study	8 hours for the module European Economic Integration
Credit Points	6 for the module European Economic Integration
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Economic Integration

Unit 2: " Competition Policy in the EU"

Syllabus content	<ul style="list-style-type: none"> • Introduction to the course • Introduction to the competitive process in economics - theoretical perspectives • Restrictive practices policy, including case illustrations • Monopoly policy, including case illustrations • State aid policy, including case illustrations • Current developments in EU competition policy
Aims of the module	<p>The course is meant to reveal the relevance of Competition Law and Competition Policy for the functioning of the Single European Market. As a major market force in a large barrier free trading area free competition is meant to lead to a more efficient and stronger European economy. It should improve the economic position of Europe in a globalised world and it should be beneficial to the individual consumer as well. The seminar will familiarise students with the status quo and perspectives of Competition Policy in the EU.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, internet sessions, web demonstration, case studies, group work
Methods of assessment	<ul style="list-style-type: none"> • Written exam/ presentation
Qualifications	<p>Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total</p>
Application within the Hochschule Bremen, University of Applied Sciences	European Economic Integration
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Compulsory
Contact hours in semester periods per week	4 hours for the module European Economic Integration (1 for this unit)
Assumed hours of self-study	8 hours for the module European Economic Integration
Credit Points	6 credits for the module European Economic Integration
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Economic Integration

Unit 3: "Budget Policy of the EU"

Syllabus content

Introduction to the European Budget

- order of magnitude
- principles
- legal instruments and Treaty development
- history: search for financial autonomy and balance between the institutions

Expenditure side

- structure of the budget (ABB, budget lines, legal bases and financial statements)
- instruments and funds (expenditure by headings)
- annual budgetary procedure (budget cycle, carry-overs, transfers, amending and supplementary budgets, rejection of the budget and its consequences)
- financial discipline mechanisms (own resources ceiling, financial perspectives, annual budgetary procedure, agricultural guideline, n+2 rule in structural funds)
- multiannual financial frameworks (from Delors I to Agenda 2000, financial framework for accession, financial perspectives after 2006, headings, ceilings)
- allocation of operational expenditure

Income side

- characteristics of the present system of own resources (four own resources, UK rebate)
- concept of "net balances"
- reform options

Budget Implementation and control

- financial management (budgetary principles, new financial regulation, forms of management of funds, accounting system, externalisation)
- control (internal control, external control: scrutiny by Court of Auditors, political control by European Parliament via discharge procedure, role of article 274)

Operations outside the General Budget

- Community borrowing and lending operations
- European Development Fund
- Operating budget of the European Coal and Steel Community

Aims of the module

This module seeks to familiarise students with current and future developments in the EU. This part will look at EU budget policies and examine the underlying assumptions about the EU's past and future developments. In particular, it will analyse the impact of enlargement on EU Budget Policy as well as changes in agricultural policies and Structural funds. It is assumed that budget policies mirror past and present value systems in the EU.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Lecture, internet sessions, web demonstration, case studies, group work

Methods of assessment

Written exam/ presentation

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics,

Description of modules

economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule
Bremen, University of Applied Sciences

European Economic Integration/ EU Budget Policy

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

Compulsory

Contact hours in semester periods per week

4 hours for the module European Economic Integration (1 for this unit)

Assumed hours of self-study

8 hours for the module European Economic Integration

Credit Points

6 credits for the module European Economic Integration

Language of Instruction

English

Level

Graduate Level

Remarks

Module: Management of Funds

Unit 1: "Regional Economics and Structural Funds in the EU"

Unit 1 : „ Regional Economics and Structural Funds in the EU “

Part 1: Introduction to regional economics:

- What is regional economics?
- Three fundamental considerations
- Regional economic problems
- The nature of a region and relation of activities within a region
- Regions in EU

Part 2: Regional development objectives and policies

- Objectives of regional development
- Regional pathology and disparities
- Basic issues of regional development strategy
- History of evolution of EU Cohesion and Regional Policy
- Available tools for implementation of policies

Part 3: Structural and Cohesion Funds

- What are structural and Cohesion funds?
- History of funds
- Objectives of funds for 2007 – 2013
- Funds and eligibility
- New Strategic approach (Community Strategic Guidelines, National Strategic Reference Framework, Operational Programme)

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Syllabus content

Aims of the module

To provide an introduction to regional economics and an overview of EU Structural Funds and their use.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Lecture, case studies

Methods of assessment

Written exam/ presentation

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences

Management of Funds/ Regional Economics

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

Compulsory

Description of modules

Contact hours in semester periods per week	4 hours for the module Management of Funds (1 for this unit)
Assumed hours of self-study	8 hours for the module Management of Funds
Credit Points	6 credits for the module Management of Funds
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Management of Funds

Unit 2: "Structural Funds in the EU: Case Studies"

Syllabus content	Detailed description to follow
Aims of the module	To provide case studies of EU Structural Funds and their use.
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, case studies
Methods of assessment	
In-course assessment	Written exam/ presentation
(Requirements for the awarding of credit points – grading scale)	
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	Management of Funds/ Regional Economics
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Compulsory
Contact hours in semester periods per week	4 hours for the module Management of Funds (1 for this unit)
Assumed hours of self-study	8 hours for the module Management of Funds
Credit Points	6 credits for the module Management of Funds
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Management of Funds

Unit 3: "Applying for funds in the EU - a practical regional example for European Structural Funds Policy"

<p>Syllabus content</p>	<p>The seminar should allow an insight into European procedures through learning by doing. The exercise combines elements of simulation, training, continuing training and team experience. Every student is put into a situation decreed by the exercise, in which she/ he is compelled:</p> <ul style="list-style-type: none"> • To address the situation and to accept it as his/ her reality for the duration (the unfamiliarity of the situation makes it easier to get involved in the game reality) • To obtain all the information he/ she needs to enable him or her and his/ her team to take the actions expected of them • To address the immediate reactions of both his/her won team and the other teams to his/ her initiative and to incorporate these reactions into the next action stages. <p>A recently published call for proposal will serve as the thematic base. This allows a real time approach. The students should exercise several aspects of the complex issues through three workshops:</p> <ol style="list-style-type: none"> 1. preparing the project proposal (PP) 2. treating the financial questions in setting up the financial plan (FI) 3. defining the selection criteria (EV)
<p>Aims of the module</p>	<p>Students will be given the opportunity to explore the role of EU structural funds in Bremen and examine in detail one of the local European Structural funds programmes. In addition, they will learn and understand the general programme and project cycle including tender procedures, formal and informal rules of participation and widen the comprehension through simulation of tender and selection procedures.</p>
<p>Methods of teaching, learning and assessment</p>	
<p>Methods of Teaching</p>	<p>Seminar</p>
<p>Methods of Learning</p>	<p>Lecture, internet sessions, case studies, project work</p>
<p>Methods of assessment</p>	<p></p>
<p>In-course assessment</p>	<p>Written exam/ presentation</p>
<p>(Requirements for the awarding of credit points – grading scale)</p>	
<p>Requirements for attendance</p>	
<p>Qualifications</p>	<p>Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total</p>
<p>Usability of the module</p>	
<p>Application within the Hochschule Bremen, University of Applied Sciences</p>	<p>Management of Funds/ Applying for funds in the EU</p>

Description of modules

Duration and frequency of the module

Cycle of the module Annual

Outline of the module and work load

Type of module Compulsory

Contact hours in semester periods per week 4 hours for the module Management of Funds (2for this unit)

Assumed hours of self-study 8 hours for the module Management of Funds

Credit Points 6 credits for the module Management of Funds

Language of Instruction English

Level Graduate Level

Remarks

Description of modules

Usability of the module

Application within the Hochschule
Bremen, University of Applied Sciences Strategic Management

Duration and frequency of the module

Cycle of the module Annual

Outline of the module and work load

Type of module Elective

Contact hours in semester periods per week 4 hours in the module European Public and Private Management I (1 for this unit)

Assumed hours of self-study 8 hours in the module European Public and Private Management I

Credit Points 6 credits for the module European Public and Private Management I

Language of Instruction English

Level Graduate Level

Remarks

Module: European Public and Private Management I

Different units to choose from

Unit 2: "Intensive Seminar in Brussels: The EU in Brussels"

Syllabus content	Part two of the module is a joint offer by Hochschule Bremen and one of our Partner universities. It brings together Master students and lecturers from Hochschule Bremen and the University of Latvia.
Aims of the module	<p>The aim of the seminar is to introduce students to the dynamics of the EU in Brussels.</p> <p>Students will have the opportunity to visit relevant EU institutions, to listen to lectures presented by the participating university professors and to discuss these issues with EU experts and representatives of Brussels-based lobby organisations</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lectures, visits at EU Institutions, lobbying groups, Parliament etc.
Methods of assessment	Paper/ essay
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	European Public and Private Management
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Elective
Contact hours in semester periods per week	4 hours in the module European Public and Private Management I (1 for this unit)
Assumed hours of self-study	8 hours in the module European Public and Private Management I
Credit Points	6 credits in the module European Public and Private Management I
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management I

Different units to choose from

Unit 3: " Cultural Implications of Business and International Team Building"

Syllabus content

Aims of the module

The aim of the seminar is to introduce students to the concepts of cross-cultural management and international team building.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Discussions, role-plays, simulations, case-studies

Methods of assessment

In-course assessment

Presentation, paper

(Requirements for the awarding of credit points – grading scale)

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences

European Public and Private Management

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

Elective

Contact hours in semester periods per week

4 hours in the module European Public and Private Management I (2 for this unit)

Assumed hours of self-study

8 hours in the module European Public and Private Management I

Credit Points

6 credits in the module European Public and Private Management I

Language of Instruction

English

Level

Graduate Level

Remarks

Module: European Public and Private Management I

Different units to choose from

Unit 4: " German history, politics, culture and economy"

Syllabus content

The class gives an introduction to German history, politics, culture and economy.

Aims of the module

The aim of the seminar is to introduce students to different aspects of Germany and German life, exploring crucial parts of German history such as the legacy of the Nazi Era, Germany's economic growth and political stabilization after WWII, the political system of Germany and German unification in 1990. At the same time, it will familiarize students with German culture and habits both in the business and private realm. Last not least it will analyze Germany's economic situation and look at prospects and challenges for the future.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Lectures, discussion, role-plays, group work.

Methods of assessment

Paper

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences

European Public and Private Management

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

Elective

Contact hours in semester periods per week

4 hours in the module European Public and Private Management I (1 for this unit)

Assumed hours of self-study

8 hours in the module European Public and Private Management I

Credit Points

6 credits in the module European Public and Private Management I

Language of Instruction

English

Level

Graduate Level

Module: European Public and Private Management

Different units to choose from

Unit 5: " The EU and the European Neighbourhood Policy"

<p>Syllabus content</p>	<ul style="list-style-type: none"> • Historical background regarding the relations between the European Community and its neighbour countries (with a focus on the Euro-Mediterranean Partnership. • The reasons for the establishment of the European Neighbourhood Policy • The main Policy elements • The European Neighbourhood Policy in comparison with previous initiatives • The European Neighbourhood Policy – the problems along the way • Future plans
<p>Aims of the module</p>	<p>To understand the complexity of the relations between the European Union and its surrounding and to develop a critical observation regarding the policies which are taken by the EU and its neighbour countries.</p>
<p>Methods of teaching, learning and assessment</p>	
<p>Methods of Teaching</p>	<p>Seminar</p>
<p>Methods of Learning</p>	<p>Lecture, group work, case studies</p>
<p>Methods of assessment</p>	<p>Paper/ presentation</p>
<p>Requirements for attendance</p>	
<p>Qualifications</p>	<p>Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total</p>
<p>Usability of the module</p>	
<p>Application within the Hochschule Bremen, University of Applied Sciences</p>	<p>Project Management</p>
<p>Duration and frequency of the module</p>	
<p>Cycle of the module</p>	<p>Annual</p>
<p>Outline of the module and work load</p>	
<p>Type of module</p>	<p>Elective (students may choose among several units)</p>
<p>Contact hours in semester periods per week</p>	<p>4 hours for the module European Public and Private Management II (1 for this unit)</p>
<p>Assumed hours of self-study</p>	<p>8 hours for the module European Public and Private Management II</p>
<p>Credit Points</p>	<p>6 credits for the module European Public and Private Management II</p>
<p>Language of Instruction</p>	<p>English</p>
<p>Level</p>	<p>Graduate Level</p>
<p>Remarks</p>	<p></p>

Module: European Public and Private Management I

Different units to choose from

Unit 6: "Energy in International Politics"

Syllabus content

- **Introduction:** definitions, different approaches towards energy security (exporters, transporters, consumers)
- **Market research:** the necessity of energy resources, main trends in oil and gas markets
- **EU-Russia energy relations:**
 - **Common European energy policy:** main documents, interests of the member states, latest developments, future perspectives;
 - **Russian energy policy:** importance of oil and gas for Russian economy, links to Kremlin's foreign policy, attitude towards energy relations with the EU and its member states
 - **Disputes between Russia and the EU:** ratification of Energy Charter Treaty, Transit Protocol, liberalization of EU and Russian gas markets, "Nordstream" and "Southstream" projects, gas blockades, etc.
 - **Perspectives of future cooperation:** the importance of energy relations for both Russia and the EU, potential agreements.
- **Other players on energy market:**
 - **EU-RF-US-China competition:** for suppliers, transit countries, etc.

Role of other international organizations: NATO, UN, WTO, etc.

Aims of the module

Course is designed to provide an overview and in-depth analysis of the complex relationship between different players in energy sector. Upon completion of the course students will understand the context and the current situation in energy sector. They will be also aware with the strategic documents of the common European energy policy and will be able to describe the major trends as well as the problems in the EU-Russia energy relations. Last but not least, students will be aware how to effectively acquire information about energy issues

Methods of teaching, learning and assessment

Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, presentations
Methods of assessment	Presentation/essay

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Module: The EU as a Global Player

Unit 1: "The EU as a Global Player: External Relations, Trade and Development Policy"

Syllabus content	<ul style="list-style-type: none"> • What is the European Unions Common Foreign and Security Policy (CDSP)? • History of the EU's foreign relations • What is the foundation of CFSP? The EU as a global economic power • Who is in charge of EU foreign relations and how does the CFSP work? • EU relations to the "near abroad" • The EU's Southern borders – the Mediterranean and Middle East • The ACP countries and the EU's foreign relations with the developing world • EU relations with the Americas: EU and USA, NAFTA, MERCOSUR and Latin America • EU relations with East and Southeast Asia: ASEAN, ASEM, SAARC • EU relations with selected countries, international organisations and global issues • Security and defence policy of the EU • Summary: The EU – a political dwarf and military impotent: why? Is the EU a global player?
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Aims of the module	<p>This course consists of two parts:</p> <p>a) an overview on external relations, trade and development policy which will discuss the role of the EU in global affairs and analyse its potential to use this role</p> <p>b) a detailed analysis of a related topic</p>
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Methods of teaching, learning and assessment

Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, case studies
Methods of assessment	Written exam/ presentation

Requirements for attendance

Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
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Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences	EU External Relations
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Duration and frequency of the module

Cycle of the module	Annual
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Description of modules

Outline of the module and work load

Type of module	Compulsory
Contact hours in semester periods per week	4 hours for the module The EU as a Global Player (3 for this unit)
Assumed hours of self-study	8 hours for the module The EU as a Global Player
Credit Points	6 credits for the module The EU as a Global Player
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: The EU as a Global Player

Unit 2: "EU-US relations"

Syllabus content	<ul style="list-style-type: none"> • Historical and Theoretical Introduction to EU-US Relationship • EU-US Foreign Policy Relations • Cooperation and Conflict in Trade and Environmental Relations
Aims of the module	The seminar will analyze historical and current relations between the EU and the US.
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, case studies
Methods of assessment	Written exam/ presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	EU External Relations
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Either EU-US or EU-Asian Relations is compulsory
Contact hours in semester periods per week	4 hours for the module The EU as a Global Player (1 for this unit)
Assumed hours of self-study	8 hours for the module The EU as a Global Player
Credit Points	6 credits for the module The EU as a Global Player
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: The EU as a Global Player

Unit 3: "EU-Asian relations"

Syllabus content	<ul style="list-style-type: none"> • Historical and Theoretical Introduction to EU-Asian Relationship • EU-Asian Foreign Policy Relations • Cooperation and Conflict in Trade and Environmental Relations
Aims of the module	The seminar will analyze historical and current relations between the EU and Asia, paying special importance to the role of India.
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, case studies
Methods of assessment	Written exam/ presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	EU External Relations
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Either EU-US or EU-Asian Relations is compulsory
Contact hours in semester periods per week	4 hours for the module The EU as a Global Player (1 for this unit)
Assumed hours of self-study	8 hours for the module The EU as a Global Player
Credit Points	6 credits for the module The EU as a Global Player
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management II

Different units to choose from

Unit 1: "Expanding your business across borders"

Syllabus content	<ul style="list-style-type: none"> • Case Study I: European sales and marketing overview of a German company as part of a strategic operating review of a world-wide conglomerate. • Case Study II: a joint-venture project between a European company and an overseas one • Case Study III: a fictitious project created by the students • Tutorial • Funding programs in the EU • Differences in culture and in business practices
Aims of the module	<p>The course is designed to familiarise students with the practical issues involved in expanding business across borders. This will be presented in three aspects: Two real-life case studies will accompany the students through the most important points of cross-border business: A general sales and marketing survey and a joint-venture project. At this stage the students will learn the necessary steps to perform the various models of expanding business. This will be applied on a fictitious third case study. An overview of available funding programs in the EU will give an idea on the second aspect, namely, the focus that the EU has in its business strategies. And the last aspect will be a short demonstration of the intercultural differences and the variety of business practices among countries within the EU.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, internet sessions, web demonstration, case studies, group work
Methods of assessment	Written exam/ presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	European Public and Private Management
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Elective (students may choose among several units)
Contact hours in semester periods per week	4 hours for the module European Public and Private Management II (2 for this unit)
Assumed hours of self-study	8 hours for the module European Public and Private Management II

Description of modules

Credit Points	6 credits for the module European Public and Private Management II
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management II

Different units to choose from
Unit 2: "Marketing in the EU"

Syllabus content	<ul style="list-style-type: none"> • Introduction: marketing overview, marketing organisation • Market research: consumer behaviour, Market segmentation Methods • Product innovation (Ideas, selection, design, tests), target costing, market introduction, flops, variations, elimination, product management and total quality management • Price policy: Basis assumptions, pricing strategies, price offer, contract policy and rebates • Communication: advertisement, promotion, PR and other instruments, agencies, key account management and customer satisfaction • Distribution policy: distribution channel management/ logistics, trade marketing, sales force management, personal sales • International and European marketing. Motives and paths for Internationalisation, Different Environments and Cultural Aspects, International Marketing Research, Selection of international Markets, International Marketing Mix, Intercultural Communication and Personnel
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Aims of the module	<p>This course is a natural follow-up to the course Strategic Management. Students will be introduced to the field of international and European marketing and will be able to discuss the most important instruments of marketing in a European context.</p>
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Methods of teaching, learning and assessment

Methods of Teaching	Seminar
Methods of Learning	Lecture, case studies
Methods of assessment	Written exam/ presentation

Requirements for attendance

Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
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Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences	EU Public and Private Management/ Marketing
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Duration and frequency of the module

Cycle of the module	Annual
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Outline of the module and work load

Type of module	Elective (students may choose among several units)
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Description of modules

Contact hours in semester periods per week	4 hours for the module European Public and Private Management II (2 for this unit)
Assumed hours of self-study	8 hours for the module European Public and Private Management II
Credit Points	6 credit for the module European Public and Private Management II
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management II

Different units to choose from

Unit 3: " Human Resource Management in the EU"

Syllabus content	<ul style="list-style-type: none"> • Introduction to Human Resource Management • Human Resource Management in a changing Environment • Strategic Human Resource Management • European Human Resource Management • Resourcing the organisation • Recruitment and Selection • Training and Development • The Learning Organisation • Leadership Development • Performance Evaluation and Performance Management • Motivation and Reward • Employee Separation and Retention
Aims of the module	To familiarise students with the concepts of Human Resource Management in a European context and to ensure that all students can analyse and deal with the challenges of managing a diverse workforce.
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, case studies, group work
Methods of assessment	Written exam/ presentation
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Usability of the module	
Application within the Hochschule Bremen, University of Applied Sciences	Human Resource Management
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Elective (students may choose among several units)

Description of modules

Contact hours in semester periods per week	4 hours for the module European Public and Private Management II (1 for this unit)
Assumed hours of self-study	8 hours for the module European Public and Private Management II
Credit Points	6 credits for the module European Public and Private Management II
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management II

Different units to choose from
Unit 4: "Career Planning"

Syllabus content	<p>The course consists of three parts:</p> <ul style="list-style-type: none"> • Part One: Where are you now: (in which the focus is on students' skills, qualities, work values and much more) • Part Two: What do you want (in which participants will look at the kind of job the students would like to get) • Part Three: How to get the job you want (in which will be discussed possible career options and obstacles that students may face on the road to the perfect career)
Aims of the module	<p>This course is designed to help students think about the kind of career they would like to go for and about how to find jobs that match their interests and skills. Some of the questions raised will include: Who am I now and what kind of job is best suited to my needs? What motivates me in my job? What does my heart tell me about what makes me happy? What blocks me from having what I want in work?</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, role plays, presentations
Methods of assessment	Written exam/ presentation
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Application within the Hochschule Bremen, University of Applied Sciences	Career Planning
Duration and frequency of the module	
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Elective (students may choose among several units)
Contact hours in semester periods per week	4 hours for the module European Public and Private Management II (1for this unit)
Assumed hours of self-study	8 hours for the module European Public and Private Management II
Credit Points	6 credits for the module European Public and Private Management II
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: European Public and Private Management II

Different units to choose from

Unit 5: " Selling the EU"

Syllabus content

Detailed description to follow

Aims of the module

This course will introduce students to the varieties of instruments the EU uses to make its goals widely known and to market its beliefs. It will be taught by an EU practitioner.

Methods of teaching, learning and assessment

Methods of Teaching

Seminar

Methods of Learning

Lecture, group work, role plays, presentations

Methods of assessment

Written exam/ presentation

Requirements for attendance

Qualifications

Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total

Usability of the module

Application within the Hochschule Bremen, University of Applied Sciences

EU affairs

Duration and frequency of the module

Cycle of the module

Annual

Outline of the module and work load

Type of module

Elective (students may choose among several units)

Contact hours in semester periods per week

4 hours for the module European Public and Private Management II (1for this unit)

Assumed hours of self-study

8 hours for the module European Public and Private Management II

Credit Points

6 credits for the module European Public and Private Management II

Language of Instruction

English

Level

Graduate Level

Remarks

Module: European Public and Private Management II

Different units to choose from

Unit 6: "European/International Company and Trade Law EU"

Syllabus content	<p>Part 1: Introduction and Overview: Law and the Economic Objectives of the Community Part 2: Overview of European/International companies Part 3: Overview of European/International Trade and Tax Law</p>
Aims of the module	<p>European harmonisation of the rules relating to company law and corporate governance, as well as to accounting and auditing, is essential for creating a Single Market for Financial Services and products. In the fields of company law and corporate governance, objectives include: Kinds of European and International companies and providing equivalent protection for shareholders and other parties concerned with companies.</p> <p>European/International trade is in principle not different from domestic trade as the motivation and the behaviour of parties involved in a trade does not change fundamentally depending on whether trade is across a border or not. International trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. Concerning European and International Tax Law the course contains different Income Tax, Corporate Income Tax and the system of Value Added Tax.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lecture, group work, role plays, presentations
Methods of assessment	Written exam/ presentation
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Application within the Hochschule Bremen, University of Applied Sciences	EU Law
Cycle of the module	Annual
Outline of the module and work load	
Type of module	Elective (students may choose among several units)
Contact hours in semester periods per week	4 hours for the module European Public and Private Management II (1for this unit)
Assumed hours of self-study	8 hours for the module European Public and Private Management II
Credit Points	6 credits for the module European Public and Private Management II
Language of Instruction	English
Level	Graduate Level
Remarks	

Module: Master Thesis

Unit: "Master Seminar in Bremen"

Syllabus content	<p>Lectures include:</p> <ul style="list-style-type: none"> • Recent developments in EU affairs • Choosing a thesis topic • Devising a Master thesis • Research • Planning and writing the thesis • Surviving the Master thesis
Aims of the module	<p>The Master Seminar aims at discussing recent developments and analysing present-day developments in current EU-affairs. It supports the students in discussing and drafting a proposal for the Master Thesis.. The Seminar will prepare the grounds for the students' individual research in the summer months.</p>
Methods of teaching, learning and assessment	
Methods of Teaching	Seminar
Methods of Learning	Lectures
Methods of assessment	Assessment of thesis work
Requirements for attendance	
Qualifications	Very good English language skills, first university degree in either law, politics, economics or management or administration, 25 participants total
Application within the Hochschule Bremen, University of Applied Sciences	European Studies
Duration and frequency of the module	
Cycle of the module	Annual
Type of module	Compulsory
Contact hours in semester periods per week	4 hours for the three modules "Master Thesis"
Assumed hours of self-study	32 hours for the three modules "Master Thesis"
Credit Points	18 credits for the three modules "Master Thesis", 6 for each module
Language of Instruction	English
Level	Graduate Level
Remarks	
