

**MODULE: INTERNATIONAL ECONOMIC STRUCTURES**

Semester: I (Fall)  
Stage: 2  
Theme: Business Environment  
Number of Credits: 4 semester credits / 6 quarter units

**INTRODUCTION**

This module is designed to develop students understanding of the wider European and International forces on business operations. The module also extrapolates the principles of economics that the student will have studied in Stage I. There is an emphasis on the policies of the E.U and their effect on European and world trade.

**AIMS:**

- To provide students with an insight to the international dynamics of economics
- To give students the opportunity to examine the impact of economic policies on international hospitality management
- To ensure students address the wider issues of international economic policies and cultural change

On completion of this module, students will be:-

- Familiar with the policies of the EU
- Aware of the institutions of the EU
- Understand the significance of the trading bloc of Europe
- Comprehend the significance of the trading block within Europe and the rest of the world
- Recognise the effect changes in the size of the EU will have on member states and other trading groups such as North America, Asia, South America etc.

**SYLLABUS**

Foreign Trade:

- Theory of comparative advantage
- Inter-industry and intra-industry trade
- Trading Groups
- Trade creation and trade-diversion
- Impact of a tariff
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The Single Market Programme:

- Background to the SMP
- Non-tariff barriers in the EU
- The Cecchini report
- Impact of the SMP

## Exchange Rates

- Nominal, effective and real exchange rates
- Determination of the nominal exchange rates
- Alternative exchange regimes

## Economic and Monetary Union

- The exchange rate mechanism
- Economic and monetary Union (EMU)
- Advantages and risks of EMU
- International prospects

## The Common Agricultural Policy:

- Markets for agricultural produce
- Aims of the CAP
- The performance of CAP
- Problems and pressures of reform

## Competition Policy

- The level playing field
- The legal framework
- Role of Government
- The international experience

## Regional Policy

- Nature of regional inequalities
- Regional disparities in the EU
- Objectives of the EU regional policy
- Core-periphery issues

## Social Policy

- The EU's Social Charter
- The Social Action Programme
- Impact of Social Policy

## Workload

Contact: 60 hours  
Directed Learning: 20 hours  
Independent Learning: 40 hours

**Total 120 hours**

## Teaching and Learning Methods

This module will be delivered by means of formal lectures and tutorials. These will be supplemented by course notes on specific issues that may require closer examination, analysis and research. Class work and directed assignments will be allocated on a regular basis. Students will be required to complete the necessary assignments throughout the module. Students will be advised how to undertake assignments both in terms of the research and the presentation formal involved.

## Integration and Linkage

This module highlights the international aspect of economics and its impact on the hospitality industry. The module is designed to strengthen and enhance material covered in Stage I of the programme. Students successfully completing the module will have developed material from other modules such as Economics, International Hospitality Management and Marketing in Stage I, and build and consolidate this material when they study International Marketing and Business Policy in Stage III.

## Assessment of the Learning Outcomes

Learning Outcomes	Assessment Method
To understand the international dynamics of economics	Examination question – commentary/analysis essay
An awareness of international economic structures and policies on the hospitality industry	Assignment – case study – commentary /analysis essay
Be aware of the financial implications of EU policies on the hospitality industry	Examination question – commentary /analysis essay
To be aware of the impact of changes in trading practices and policies between EU and non-EU countries	Examination question – commentary/analysis Essay
To be aware of the wider issues of international economic policies on the international hospitality industry	Examination question – commentary/analysis essay

## Assessment

Course work will account for 30% of the assessment marks and consist of essay type assignments. A written examination will also be held on module completion accounting for 70% of assessment marks.

## Reading List

<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Year</b>
<b>Essential</b>			
International Economics: 8 <sup>th</sup> edition	Carbaugh, RJ	South-Western Publications	2002
International Business: 1 <sup>st</sup> Edition	Wild, Wild, & Han	Pearson Education	2000
<b>Recommended</b>			
The Economics of Monetary Integration 3 <sup>rd</sup> edition	De Grauwe, P	Oxford University Press	1997
The Economy of Ireland 8 <sup>th</sup> Edition	O'Hagan	Gill & Macmillan	2000
European Business	McAleese, D	Prentice Hall	1997
A Global Agenda: Issues before the 55 <sup>th</sup> General Assembly of the United Nation	Tessitore, John, & Woolfson, Susan	Rowman & Littlefield	2000
Politics and Policy in the European Union 3 <sup>rd</sup> Edition	Stephenson, G	Oxford University Press	1996

### Journals:

European Economy  
Journal of Common Market Studies  
European Review