

The Impact of the Euro on European Business

Objectives

This course will focus on the introduction of the EURO and its continuing impact on business in Europe. Topics include: corporate Europe as a dominant power; the underestimated importance of Europe's monetary unification; monetary unification and potential growth; enlargement of the EU and the widening Eurozone; and the Euro and the UK.

Description

Topics will include :

- A Brief Overview of the European Banking System
- A brief introduction to European capital markets
- Is the EU a "single market"?
- Commercial Banks: Actively Adapting to the New Environment
- Pan-European Banking Success Stories
- The Driving forces of Improved Efficiency
- The New Economy and the New Competition: European Financial Portals and E-banking
- Future Prospects