Investing in the European Union (EU) FNBU 3445

The EU is the largest market for US exports and foreign direct investment. The objective of the course is to familiarize students with the process of regional integration and monetary unification in Europe, along with the opportunities and challenges for foreign investors. Despite deep economic and financial integration significant country- and regional differences exist. Harvard Business school cases will be used to analyze and evaluate the investment climate in several EU countries. The potential implications of Brexit on the UK, the EU, and foreign investors will be addressed.