

The course will also deal with methodological approaches to and outcomes of the systematic measuring of current European public opinion and their possible impact both on Europeans and Non-Europeans, who deal professionally with European partners.

**EURO 7100 Case Studies in Language and Cultural Policy (3,3,0)**

The importance of language and culture is no more to be demonstrated as regards the development and unity of a nation. Each country has to ensure the role and status of its national language(s).

However, as far as the training of qualified professionals is concerned, foreign language-culture education is gaining more and more importance with the increasing need of communication and interaction at different levels.

At the same time, most of the nations in Europe as well as in Asia, have to face multilingual and multicultural diversity, due to the presence of permanent and/or immigrant minorities.

Country case studies—among which the PRC and Hong Kong will always be included—will be used in order to illustrate the choices by decision-makers in view of implementation in the educational network at the national as well as international level through their representative institutions abroad.

The course will highlight the various concerns—educational, economic, social and political—to be found in the field of language and cultural policy.

**EURO 7110 Case Studies in EU-China Economic and Trade Relations (3,3,0)**

With 380 million consumers and 20 per cent of global GDP, the European Union is one of the major markets for Chinese companies and also the source of substantial inward foreign direct investment. Local Chinese and local foreign or multinational businesses in Hong Kong handle a considerable share of imports/exports between China and the EU.

This course will analyse the development of European-Chinese economic and trade relations since 1978, with particular emphasis on Hong Kong and the Pearl River Delta. It will address EU and national regulations governing investment in and export to the European Union as well as the prevailing business climate in Europe, as far as local enterprises are affected. It will also investigate the parameters for European business practice in Southern China and Hong Kong.

The main focus will be on case studies of selected enterprises and the support activities of European Chambers of Commerce and/or Trade Commissions in Hong Kong and Guangdong. To this end, seminar sessions will alternate with presentations by guest speakers from such institutions or companies. On site visits in the Pearl River Delta region will also be organized.

**EURO 7120 Dissertation/Project (6,\*,\*)**

The Dissertation is an essential component of the programme, as reflected in the assessment. It is intended to enhance the students' capacity to construct a topic for research, to make use of the literature and methodologies of Social Sciences, to collect data and to develop analytical reasoning. For this reason, the taught courses devote a large part to theory building and methodologies for empirical investigation. Dissertations should be 15,000 to 20,000 words long, and may be written in English, French or German. They are prepared under the supervision of a member of academic staff. Students must prepare a written proposal and obtain approval for their course by the end of Semester 2. The Dissertation is then written in Semesters 3 and 4. Students defend their dissertation in front of a jury at the end of Year II.

Alternatively, students may write a Project which will be more professionally oriented. It will be less-demanding regarding theory, and aimed at developing the students' ability to diagnosis and problem-solving in practical situations. The Project will usually rely on the professional experience of students, and take the form of a case study. It will develop alternative propositions for action regarding the problem considered. Its length will be 10,000 to 15,000 words and may be written in English, French or German. They are prepared under the supervision of a member

of academic staff. Students must prepare a written proposal and obtain approval for their course by the end of Semester 2. The Project is then written in Semesters 3 and 4. Students defend their project in front of a jury at the end of Year II.

**EURO 7130 Study Abroad Course I (3,\*,\*)**

For students opting and eligible for study abroad, this course is selected in the host institution according to their concentration and research orientation.

**EURO 7140 Study Abroad Course II (3,\*,\*)**

For students opting and eligible for study abroad, this course is selected in the host institution according to their concentration and research orientation.

**EURO 7150 Study Tour (0,\*,\*)**

This study tour provides students with an opportunity to go on an extended educational visit to major destinations in Europe in order to study the very last developments of integration. It highlights the complexities and difficulties in constructing a European order in the aftermath of Communism in East Central Europe. The tour is designed to enhance students' ability to perceive, evaluate and understand Europe in transition through lectures in local universities, site visits, meetings with professional milieus, use of media and discussions.