

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Business in the Global Environment
Subject code	E000012907
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Third year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Third year] Grado en Administración y Dirección de Empresas (E-2) - en inglés [Third year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Victoria Labajo
Schedule	martes y jueves 12.30 a 14.30 h
Office hours	to be agreed by email with the lecturer of the course
Course overview	This course develops the current changes in the global business environment caused mainly by rapid and disruptive technological advances and the consequences of globalization, vectors for the development of political, socio-cultural and economic changes. It aims to provide a comprehensive yet lucid view of current socio-economic realities, the latest technological developments, underlying political currents and the problems and challenges (migration, climate change, circular economy, populisms, global health crises) faced by organizations and institutions both globally and locally.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

Global business environment is presented as a cross-cutting and interdepartmental course that is key to understanding and contextualizing the main phenomena that affect companies and organizations in a global, technological, volatile and climate emergency environment, all from the perspective of sustainability as a pillar of the Identity and Mission of Pontificia Comillas University.

Prerequisites

n/a

Competencies - Objectives

Competences

GENERAL COMPETENCIES

CG2 Ability to manage information and data from different sources to make a critical analysis and a correct diagnosis of the business reality.

- RA1. From the information and data obtained from different sources, identifies business problems determining their origin/causes.
- RA2. Is able to carry out this diagnostic process by giving and receiving assertive feedback, which helps to increase integration and confidence in work teams.

CG6 Make an ethical and committed statement on environmental, social and corporate governance issues that regulate a new business scenario.

- RA1. Identify in exercises and case studies the professional actions that correspond to ethical values.
- RA2. Establish the limits of integrity behavior that regulate the new business scenario.

CG7 Recognize the richness of diversity and multiculturalism of people and approaches to business reality, being able to develop and communicate in different contexts ideas, projects, reports, solutions and problems, in a constructive climate of respect for others.

- RA1. Argue independently and critically about different concepts and theories, appreciating the breadth and value of different perspectives with intercultural awareness and global perspective.
- RA2. Prepare professional projects and reports with rigor and precision, transmitting them with fluency and clarity, in different business and cultural environments.

CG9 Show initiative in managing the entrepreneurial process with resolution and effectiveness in business contexts and situations, in order to transform ideas into actions.

- 1. RA1 Identify and create new ways to apply acquired knowledge to solve practical problems by adopting original approaches.
- 2. RA2 Takes on new challenges realizing the opportunities offered in the economic environment.

SPECIFIC COMPETENCIES



CEOPT1 Understand the influence that the global sustainability paradigm can have on the role that companies play in society and the way they are managed.

- RA1. Become familiar with sustainability transitions as an area of knowledge that is emerging in response to the environmental, social and economic challenges associated with the dominant socioeconomic paradigm.
- RA2. Understand the key implications and challenges of the paradigm shift for the concept of business and business management.
- RA3. Be able to evaluate business experiences from the paradigm of global sustainability and to generate their own proposals.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

UNIT 0. MEGATRENDS AND CHALLENGES IN THE GLOBAL ENVIRONMENT

1. Power dynamics: geopolitics, de-globalization and regionalization: the role of economic blocs.
2. Global inequality and inclusive growth
3. Demographic challenges: population aging and migration
4. Energy crisis, climate emergency and transitions to sustainability
5. Technological acceleration: Artificial intelligence, Big Data, IoT, cybersecurity
6. National and international governance

UNIT 1. MANAGEMENT

1. The digital transformation of organizations
5. Cybersecurity in the enterprise
3. Organization and the future of work: change in work dynamics
2. Hypercompetition: entrepreneurship, innovation and flexibility in business
4. Economy of attention in production
6. The challenge of global talent

UNIT 2. ECONOMICS AND FINANCE

1. Knowledge economics
2. The economy in the face of major global challenges
3. Financial markets: trends and challenges
4. Fintech (Blockchain, etc.)
5. Sustainable finance: ESG investment

UNIT 3. MARKETING

1. From citizens to responsible consumers. A demand in terms of sustainability
2. Industry's response: sustainable production and circular economy.
3. Sustainable innovation as the backbone of brands
4. Communicating from sustainability



5. Solutions for sustainable delivery in the omnichannel era.

TEACHING METHODOLOGY

General methodological aspects of the subject

The aim is for the student to be able to understand and assess the implications of the phenomena studied on business. To this end, the methodology is based on a combination of lectures and practical classes through cases, seminars/workshops, debates, etc. and handling information from diverse sources, in activities to be developed both individually and in groups.

AI Policy:

The use of ChatGPT or other AI tools in a way that replaces the process of analysis, reflection, or problem-solving that is at the core of learning is prohibited, as their use would seriously compromise the ability of these assessment systems to evaluate the student's acquisition of the skills specific to the subject. However, each teacher will give express instructions at the beginning of each module regarding the use of these tools in the context of their classes or a particular activity.

SUMMARY STUDENT WORKING HOURS

Presencial Hours			
Expositive Lessons	Exercises and case and problem solving	Seminars and workshops	Public exposition of topics or assignments
<u>26</u>	<u>20</u>	<u>10</u>	<u>4</u>
Non Presencial Hours			
Individual and/or group study and organized reading	Exercises and case and problem solving	Monographic and research works, individual or collective	
<u>60</u>	<u>10</u>	<u>20</u>	
CRÉDITOS ECTS: 6 (150 horas)			

EVALUATION AND CRITERIA

Evaluation systems	Competencies/criteria	weight
Case-based exam	CG2, CG6, CG7, CEOPT1	50
Individual evaluation	CG2, CG6, CG9, CEOPT1	15
Evaluation of group work and activities	CG2, CG6, CG7, CG9, CEOPT1	15
Monitoring of group work in the classroom	CG6, CG7, CG9, CEOPT1	10
Active participation of the student in class	CG6, CG7	10



Ratings

In order to pass the course, students must achieve a minimum grade of 5, both in the exam and in the set of continuous evaluation activities and comply with regular class attendance.

Those students who have not reached the minimum grade in any of these parts, in the extraordinary resit will have to take a theoretical-practical exam, and their grade (100%) will be the result of the exam. Likewise, for students who repeat the course in a subsequent academic year or ICADE OUT students, the grade will be the result of the exam.

The misuse of ChatGPT or other AI tools will be considered a serious offence, in accordance with the University's General Regulations, art. 168.2.e: 'actions aimed at falsifying or defrauding academic performance assessment systems'. The consequences of this will be "temporary expulsion for up to three months or prohibition from taking exams in the next exam session after the sanction is imposed, in one or more subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective subject, [...] [and] a ban on taking the exam for that subject in the next exam session".

WORK PLAN AND SCHEDULE

Activities				Date of realization	Delivery date
Block 0: Challenges	12 h	2, 4, 9, 11, 16 y 18 september	LF		
Block 1: Management	12 h	23, 25 y 30 sept; 2, 7, 9 october	LF		
Block 2: Economy & Finance	14 h	14, 16, 21, 23, 28, 30 oct; 4 november	DT		
Block 3: Marketing	14 h	6, 11, 13, 18, 20, 25, 27 november	AGP		
	2 h	2 december: clarification of doubts and exam preparation	LF		

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Given the specific characteristics of the subject and the changing nature of the specific topics covered in each year, the bibliography for each block will be provided by the professors.

Complementary Bibliography

- Morrison, J. (2023, 6th ed). The Global Business Environment. Sustainability in the Balance. Bloomsbury publishing.
- Gaspar J.; Kolari J., Smith, K.; Bierman, L.; Smith, M. & Arreola-Risa, A (2022, 3rd ed). Understanding the International Environment & Global Business. Cengage Learning.
- Tsalis, T. A.; Malamateniou, K. E.; Koulouriotis, D. & Nikolaou, I. E. (2020). New challenges for corporate sustainability reporting: United Nations' 2030 Agenda for sustainable development and the sustainable development goals. Corporate Social Responsibility



and Environmental Management, 27(4), 1617-1629.

- Scoones, I., Stirling, A., Abrol, D., Atela, J., Charli-Joseph, L., Eakin, H., ... & Yang, L. (2020). Transformations to sustainability: combining structural, systemic and enabling approaches. *Current Opinion in Environmental Sustainability*, 42, 65-75.