



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

SYLLABUS

ACADEMIC YEAR

2018-2019

COURSE GENERAL OVERVIEW

Subject information	
NAME	The Global Business Environment
Qualification	Master in Business Administration (MBA)
Semester	1º
ECTS Credits	3
Type	Core
Department	Business Organization

Faculty Information	
Professor	
Name	Mónica Goded
Department	Economics
e-mail	mgoded@comillas.edu
Tutorial hours	Continuous availability by mail

Faculty Information	
Professor	
Name	María Luisa Blázquez
Department	Business administration
e-mail	MLBlazquez@iese.edu
Tutorial hours	Continuous availability by mail

Faculty Information	
Professor	
Name	Rafael Ramiro
Department	Icade Business School
e-mail	rramiro@comillas.edu
Tutorial hours	Continuous availability by mail

SPECIFIC DETAILS OF SUBJECT

Context of the course
Contribution to the professional profile
<p>During the last decades, the world has witnessed a progressive integration in the activities of countries, companies and people. National frontiers have lost part of their meaning, and the scope of most businesses has gone from local to global. The environment faced by companies is now more complex. Opening to the international market implies contact with different languages, cultures and socio-political environment. This subject aims to understand these different realities, and analyze the process of globalization.</p>
Objectives
<ul style="list-style-type: none">- Contribute to a clear and rigorous vision of the globalization process and its different aspects.- Introduce the student in the economic analysis of developing countries, its particular features and relationship with developed countries.- Provide the student with the necessary tools for economic analysis in order to understand the processes of financial and commercial opening.

TOPIC BLOCKS AND CONTENT

BLOCK 1: TOOLS FOR ECONOMIC ANALYSIS
TOPIC 1: MEASURING ECONOMIC ACTIVITY <ul style="list-style-type: none">1.1. Main indicators1.2. Evolution1.3. Purchasing Power Parity1.4. Growth or development?
TOPIC 2: FUNCTIONING OF MARKETS <ul style="list-style-type: none">2.1. Supply and demand2.2. Types of markets2.3. Types of goods
TOPIC 3: THE EXTERNAL SECTOR OF THE ECONOMY <ul style="list-style-type: none">3.1. Structure of the Balance of Payments3.2. Interpretation of the Balance of Payments3.3. The Exchange rate3.4. External balance and economic policy options
TOPIC 4: ECONOMIC IMBALANCES <ul style="list-style-type: none">4.1. Socio-economic scope4.2. Financial scope4.3. Fiscal scope

TOPIC 5: THE INTERNATIONAL SCENARIO

- 5.1. How to classify countries?**
- 5.2. A world of contrasts**
- 5.3. Towards a multipolar international scenario**
- 5.4. Recent evolution of the international economic environment**

TOPIC 6: GLOBALIZATION & INTERNATIONAL STRATEGY

- 6.1. What is globalization?**
- 6.2. Driving factors**
- 6.3. The controversial debate on its effects**
- 6.4. International Strategy and Entry Modes**
- 6.5. Marketing & Organization in Global Business**

TOPIC 7: INTERNATIONAL TRADE

- 7.1. Trends on international trade**
- 7.2. Regulation of international trade: WTO**
- 7.3. The debate on international trade & FDI: explanatory factors and effects**

TOPIC 8: THE GLOBALIZATION OF CAPITAL & FOREIGN DIRECT INVESTMENT(FDI)

- 8.1. Origin and evolution of international financial markets**
- 8.2. International financial institutions**
- 8.3. Foreign direct investment: explanatory theories, impact and regulation**
- 8.4. Instability and financial crisis**

Skills

General skills of the degree-course

CG1. Cognitive abilities of analysis and synthesis applied to business situations and organizational management issues.

RA 1. Describe, relates and interprets situations and mid-level approaches.

RA 2. Select the most significant elements and their relationships in the situations described.

RA 3. Identify information gaps and establishes relationships with external elements to the given situation.

RA 4. Is able to summarize and structure information using the right concepts.

CG 2. Information management and data as key elements for decision-making and identifying, formulating and solving business problems.

RA 1. Search, already knows and appropriately synthesizes and use primary and secondary data from various sources.

RA 2. Knows and use Internet to search and manage information, text and data.

RA 3. Discerning the value and usefulness of different sources and types of information.

CG 8. Critical thinking and argumentation consistent with the understanding and knowledge about business organizations, their external context and management processes and direction.

RA 1. Identify, set and contrasts the assumptions, variables and results logically and critically.

RA 2. Check the options and alternatives with critical thinking which to discuss and argue opposing views.

CG 9. Self learning ability to continue learning cognitive skills and applied knowledge relevant to the business activity.

RA 1. Do their jobs and activities with only some initial indications and basic monitoring.

RA 2. Search and find adequate resources to sustain their activities and perform their jobs.

RA 3. Broadens and deepens in carrying out their work.

Specific skills of the degree-course

CE2 - BUSINESS IN THE GLOBAL ENVIRONMENT - Ability to understand and analyze the economic, social, cultural, political, legal and environmental dimensions of the international environment and its influence on the determination and choice of strategies of internationalization of the company

RA1CE2 understands the significance of globalization for the survival of businesses.

RA2CE2 Includes key socio-economic, political and cultural context framing the internationalization of organizations.

RA3CE2 Argues and criticizes about different ethical implications of business internationalization.

RA4CE2 Knows and uses the main models and tools available for the identification and assessment of threats and opportunities in the international context of the company.

TEACHING APPROACH

General learning and teaching approach	
Class-based activities: Actividades	Competencies
<p>The course will be taught through:</p> <ul style="list-style-type: none"> - Lectures, in which the professor will present the content, with audiovisual methods, and will promote a debate on the concepts discussed. - Case-study sessions, in which cases will be analyzed by students working in groups or individually. This sessions will imply the study of specific cases, research, analysis of questions posed by the professor and presentation and debate of proposals. 	<p>CG1; CG2; CG8; CG9; CE2</p> <p>CG2; CG8; CG9; CE2</p>
Outside classroom activities	Competencies
<p>Students must supplement basic theoretical knowledge acquired in class with readings suggested by professors, as well as conduct research for some of the scheduled activities.</p>	<p>CG2; CG8; CG9; CE2</p>

ASSESSMENT AND GRADING CRITERIA

Assessment activities	Weight
Final individual exam	50%
In class assignments and project presentation	30%
Individual active participation in class discussion	20%

Students will have two opportunities to pass the subject: one during the teaching period and another during the exam period that will take place in July 2019.

In order to pass the subject during the teaching period a minimum grade of “5” is required on each of the assessment activities described above.

Those students who have not passed the subject in the first evaluation period will have to repeat the exam on the July re-sit summon. Grades obtained by the student on the rest of assessment activities – with its associated weights- will be maintained on this second evaluation.

Students with a waiver for class attendance will be graded based on the final exam.

SUMMARY OF STUDENT WORKING HOURS			
ATTENDANCE HOURS			
Theoretical sessions	Practical sessions	Academically supervised activities	Assessment
20	5	3	2
NON ATTENDANCE HOURS			
Self-study on theoretical concepts	Self-study on practical contents	Group work	Study
10	5	10	20
ECTS CREDITS:			3

BIBLIOGRAPHY AND RESOURCES

Basic bibliography
Text books
<ul style="list-style-type: none"> - Krugman, Paul; Wells, Robin; Graddy, Kathryn. (2015). <i>Fundamentos de Economía</i>. Ed. Reverté. - Hill, Charles; Udayasankar, Khrisna y Wee, Chow Hou (2014). <i>Global Business Today</i>. Mc Graw Hill.
Supplementary bibliography
Text books
<ul style="list-style-type: none"> - De la Dehesa, Guillermo (2007). <i>Comprender la Globalización</i>. Alianza editorial. - Krugman, Paul (2013). <i>Economía Internacional</i>. Pearson. - Todaro, Michael y Smith, Stephen (2014). <i>Economic Development</i>. Pearson. - Acemoglu, Daron y James, Robinson (2012). <i>Why Nations Fail: the origin of power, prosperity and poverty</i>. Crown.