



## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Exploring the Global Business Environment
Subject code	IBS-MBA-623
Main program	<a href="#">Official Master's Degree in Business Administration - MBA</a>
Involved programs	Máster Universitario en Administración de Empresas (MBA) [Primer Curso]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria
Office hours	Continuous availability by mail
Course overview	The subject explores the socio-economic, political and cultural context of the internationalization of companies. It also addresses the main strategic decisions taken by companies in the process of internationalizing, and deals with some key management issues in different functional areas. The subject highlights the uncertainty resulting from different geographical contexts and provides the student with strategic tools that will be useful to manage an increasingly complex information and to make reasonable strategic decisions.

Teacher Information	
<b>Teacher</b>	
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## SPECIFIC DATA OF THE SUBJECT



## Contextualization of the subject

### Contribution to the professional profile of the degree

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.

#### Objectives:

- Contribute to a clear and rigorous vision of the globalization process and its different aspects.
- Introduce the student in the economic analysis of the reality of the different economies that make up the international landscape from a business point of view.
- Provide the student with the necessary tools for economic analysis in order to understand the processes of financial and commercial opening.

### Prerequisites

No formal requirements.

## Competencies - Objectives

### Competences

#### GENERALES

<b>CG01</b>	Capacidades cognitivas de análisis y síntesis aplicadas a situaciones de negocios y problemáticas organizativas de gestión	
	<b>RA1</b>	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio
	<b>RA2</b>	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas
	<b>RA3</b>	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada
	<b>RA4</b>	Es capaz de resumir y estructurar la información empleando los conceptos adecuados
<b>CG02</b>	Gestión de la información y de datos como elementos clave para la toma de decisiones y la identificación, formulación y resolución de problemas empresariales	



	<b>RA1</b>	Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes
	<b>RA2</b>	Conoce y usa Internet para buscar y manejar información, textos y datos
	<b>RA3</b>	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
<b>CG08</b>		Razonamiento crítico y argumentación acorde con la comprensión del conocimiento y del saber sobre las organizaciones empresariales, su contexto externo y su proceso de administración y dirección
	<b>RA1</b>	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica
	<b>RA2</b>	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias
<b>CG09</b>		Capacidad de aprendizaje autónomo para seguir formándose para aprender a aprender las habilidades cognitivas y los conocimientos relevantes aplicados a la actividad profesional y empresarial
	<b>RA1</b>	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico
	<b>RA2</b>	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos
	<b>RA3</b>	Amplía y profundiza en la realización de sus trabajos
<b>ESPECÍFICAS</b>		
<b>CE02</b>		Capacidad de comprender y analizar las dimensiones económica, social, cultural, política, jurídica y medioambiental del entorno internacional y su influencia en la determinación y elección de estrategias de internacionalización de la empresa
	<b>RA1</b>	Comprende la trascendencia de la globalización para la supervivencia de las empresas
	<b>RA2</b>	Comprende las claves del contexto socio-económico, político y cultural que enmarcan la internacionalización de las organizaciones
	<b>RA3</b>	Argumenta y critica acerca de las distintas implicaciones éticas de la internacionalización empresarial
	<b>RA4</b>	Conoce y utiliza los principales modelos y herramientas disponibles para la identificación y valoración de las amenazas y oportunidades del contexto internacional de la empresa



## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

#### BLOCK 1: TOOLS FOR ECONOMIC ANALYSIS

##### TOPIC 1: MEASURING ECONOMIC ACTIVITY

1. Main indicators
2. Evolution
3. Purchasing Power Parity
4. Growth or development?

##### TOPIC 2: FUNCTIONING OF MARKETS

1. Supply and demand
2. Types of markets
3. Types of goods

##### TOPIC 3: THE EXTERNAL SECTOR OF THE ECONOMY

1. Structure of the Balance of Payments
2. Interpretation of the Balance of Payments
3. The Exchange rate
4. External balance and economic policy options

##### TOPIC 4: ECONOMIC IMBALANCES

1. Socio-economic scope
2. Financial scope
3. Fiscal scope

#### BLOCK 2: GLOBALIZATION AND BUSINESS

##### TOPIC 5: THE INTERNATIONAL SCENARIO

1. How to classify countries?
2. A world of contrasts
3. Towards a multipolar international scenario
4. Recent evolution of the international economic environment

##### TOPIC 6: GLOBALIZATION & INTERNATIONAL STRATEGY

1. What is globalization?
2. Driving factors
3. The controversial debate on its effects



4. International Strategy and Entry Modes
5. Marketing & Organization in Global Business
6. Towards deglobalization and decoupling of economies?

## TOPIC 7: INTERNATIONAL TRADE

1. Trends on international trade
2. Regulation of international trade: WTO
3. The debate on international trade & FDI: explanatory factors and effects

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

1. Origin and evolution of international financial markets
2. International financial institutions
3. Foreign direct investment: explanatory theories, impact and regulation
4. Instability and financial crisis

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

The course will be taught through:

- 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. These sessions will imply the study of specific cases, research, analysis of questions posed by the professor and presentation and debate of proposals.

CG01, CG02,  
CG08, CG09, CE02

#### Non-Presential Methodology: Activities

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.

CG02, CG08,  
CG09, CE02

## SUMMARY STUDENT WORKING HOURS

### CLASSROOM HOURS



Lecciones de carácter expositivo	Análisis y resolución de casos y ejercicios, individuales o colectivos
15.00	15.00
<b>NON-PRESENTIAL HOURS</b>	
Estudio individual y lectura organizada	Aprendizaje colaborativo
35.00	10.00
<b>ECTS CREDITS: 3,0 (75,00 hours)</b>	

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final individual exam	Individual evaluation	50 %
In class assignments and project presentation	Individual and group evaluation	30 %
Individual active participation in class discussion.	Individual evaluation	20 %

## Ratings

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 2021.

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.

## WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Final Project: Upload written report	Session 3 to 13	Session 13
Final Project: Group Oral presentation	Sessions 13 & 14	Sessions 13 & 14



Final individual exam	Session 15	Session 15
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## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

- Krugman, Paul; Wells, Robin; Graddy, Kathryn (2015). *Fundamentos de Economía*. Ed. Reverté.
- Hill, Charles; Udayasankar, Khrisna y Wee, Chow Hou (2020). *Global Business Today*. Mc Graw Hill.

### Complementary Bibliography

- Acemoglu, Daron y James, Robinson (2012). *Why Nations Fail: the origin of power, prosperity and poverty*. Crown.
- De la Dehesa, Guillermo (2007). *Comprender la Globalización*. Alianza editorial.
- Krugman, Paul (2015). *Economía Internacional*. Pearson.
- Todaro, Michael y Smith, Stephen (2014). *Economic Development*. Pearson.

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