



## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	International Economics & the Business Environment
Subject code	IBS-MBA-516
Main program	<a href="#">Official Master's Degree in Business Administration - MBA</a>
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year] Máster Universitario en Ingeniería Industrial y Máster Universitario en Administración de Empresas [First year] Máster Universitario en Ingeniería de Telecomunicación y Mást. Univ. en Administración de Empresas [First year]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria
Department	Departamento de Economía
Coordinator	Rafael Ramiro Moreno
Office hours	On demand - send email to professor
Course overview	Understanding of the global international economy and the global social, technological and cultural context in which companies operate. Assessment of the impact of this global environment on business decisions. Analysis of the interaction between states and markets: globalisation, decoupling and interdependence, and how this interaction affects companies. Understanding the processes of opening up to foreign trade, internationalisation of business practices, global financing. The course explores the internationalization of companies and the globalization of the economies. 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 to manage a complex information set and to make grounded strategic decisions.

Teacher Information	
<b>Teacher</b>	
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<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. On the other hand, knowing how the global economy works is a fundamental aspect for making strategic decisions that compete in an interrelated world. Therefore, managers must excel in working with different languages, cultures, and socio-economic environment. This course 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.
- Enable the student with the necessary tools for economic analysis in order to understand the processes business development, of financial and commercial opening.

### Prerequisites

None

### Competencies - Objectives

#### Competences

#### GENERALES

<b>CG01</b>	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.	
	<b>RA01</b>	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	<b>RA02</b>	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	<b>RA03</b>	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	<b>RA04</b>	Es capaz de resumir y estructurar la información empleando los conceptos adecuados
<b>CG02</b>	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.	
	<b>RA01</b>	Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	<b>RA02</b>	Conoce y usa Internet para buscar y manejar información, textos y datos.



	<b>RA03</b>	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
<b>CG08</b>		Initiative, creativity and entrepreneurship when applying management techniques and related knowledge to management and development of business organizations.
	<b>RA01</b>	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica.
	<b>RA02</b>	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias.
<b>CG09</b>		Knowledge, understanding and handling of tools for diagnosis of the competitive position of a company, and designing and executing the company's strategic plan.
	<b>RA01</b>	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico.
	<b>RA02</b>	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos.
	<b>RA03</b>	Amplía y profundiza en la realización de sus trabajos.
<b>ESPECÍFICAS</b>		
<b>CE02</b>		Capacidad de comprender y analizar la economía internacional y el comercio internacional en sus las dimensiones económica, social, cultural, política, jurídica y medioambiental y su influencia en la determinación y elección de estrategias de la empresa
	<b>RA1CE2</b>	Comprende la trascendencia de la globalización para la supervivencia de las empresas.
	<b>RA2CE2</b>	Comprende las claves del contexto socio-económico, político y cultural que enmarcan la internacionalización de las organizaciones.
	<b>RA3CE2</b>	Argumenta y critica acerca de las distintas implicaciones éticas de la internacionalización empresarial.
	<b>RA4CE2</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?



# COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

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CIHS

**Syllabus**  
**2024 - 2025**

## 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	
<b>In-class Methodology: Activities</b>	
Lectures, in which the professor will present the content, with audiovisual methods, and will promote a debate on the concepts discussed.	CG01, CG02, CG08, CG09, CE02
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.	CG02, CG08, CG09, CE02
<b>Non-Presential Methodology: Activities</b>	
Students must supplement basic theoretical knowledge acquired in class with readings suggested by professors	CG02, CG08, CG09, CE02
Students must supplement basic theoretical knowledge acquired in class conducting research for some of the scheduled activities.	CG02, CG08, CG09, CE02

## SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lectures	Analysis and resolution of cases and exercises, individually or collectively
15.00	15.00
NON-PRESENTIAL HOURS	
Individual study and organized reading	Collaborative learning
35.00	10.00
<b>ECTS CREDITS: 3,0 (75,00 hours)</b>	

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
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Final individual exam	Individual evaluation	50
In class assignments and group project (written & oral defense)	Individual and group evaluation. Oral defense demonstrating mastery of written content.	30 %
Individual active participation in class discussion.	Individual evaluation	20

## Ratings

Students will have two opportunities to pass the course: one during the regular teaching period and the other in a resit evaluation period that will take place in the month of June/July.

To pass the course during the ordinary teaching period, the student must obtain a minimum grade of 5 in all the defined evaluation systems (class participation, the final exam and proposed projects/assignments).

Those students who do not pass this first evaluation may repeat the individual exam and/or the project/activities defined by the teacher in the June/July resit period. The grades obtained by the students in the rest of the components of the evaluation -with their corresponding weightings in the final grade- will be maintained in this second evaluation.

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

It is strictly prohibited to use any instrument based on Artificial Intelligence (Ex: GPT Chat) to carry out any activity included in the evaluation of the subject.

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

- Krugman, Paul; Wells, Robin. (2019). Essentials of Economics. 978-1319221317 / Palgrave Macmillan
- Hill, Charles; Udayasankar, Khrisna y Wee, Chow Hou (2022). Global Business Today. Mc Graw Hill.

### Complementary Bibliography

- Financial Times
- The Economist
- Additional in class readings