

COURSE GUIDE

Subject information	
NAME	Business in the Global Environment
Qualification	Master in International Management (MIM)
Semester	1º
ECTS Credits	3
Type	Mandatory
Department	Icade Business School
Area	Business Organization

Faculty Information	
Professor	
Name	Dr. Rafael Vara
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Tutorial hours	Continuous availability by mail

Faculty Information	
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SPECIFIC DETAILS OF SUBJECT

Context of the course

- 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 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.

MAIN TOPICS AND CONTENT

TOPIC 1: GLOBALIZATION

- 1.1. What is globalization?
- 1.2. Facets of globalization
- 1.3. Drivers of globalization
- 1.3. The controversial debate on its effects

TOPIC 2: MEASURING ECONOMIC ACTIVITY

- 2.1 Main indicators
- 2.2 Evolution
- 2.3 Purchasing Power Parity
- 2.4. The changing demographics of the global economy
- 2.5. Political Economy and Economic Development

TOPIC 3: FUNCTIONING OF MARKETS

- 3.1. Supply and demand
- 3.2. Types of markets
- 3.3. Types of goods
- 3.4. Regional Economic Integration
- 3.5. Country differences
- 3.6. Differences in culture

TOPIC 4: THE EXTERNAL SECTOR OF THE ECONOMY

- 4.1. Structure of the Balance of Payments
- 4.2. Interpretation of the Balance of Payments
- 4.3. The Exchange rate
- 4.4. External balance and economic policy options

TOPIC 5: INTERNATIONAL TRADE

- 5.1. Trends in international trade
- 5.2. Regulation of international trade
- 5.3. Heckser-Olin Theory
- 5.4 The product Life-Cycle Theory
- 5.5 New Trade Theory
- 5.6 National Competitive Advantage

TOPIC 6: ECONOMIC IMBALANCES

- 4.1. The Political Economy of International trade
- 4.2. Foreign Direct Investment
- 4.3. Fiscal scope

TOPIC 7: THE INTERNATIONAL SCENARIO

- 5.1 How to classify countries?
- 5.2 A world of contrasts
- 5.3 Towards a multipolar international scenario

TOPIC 8: THE INTERNATIONAL FINANCIAL INSTITUTIONS

- 8.1. Instability and financial crises
- 8.2. Financial institutions

Skills

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: Activities	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%
Assignment: Country vs. Country	25%
Business Cases and Individual active participation in class discussion	25%

In order to pass the subject during the teaching period a minimum grade of "5" is required On the final individual exam.

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

SUMMARY OF STUDENT WORKING HOURS			
ATTENDANCE HOURS			
Theoretical sessions	Practical sessions	Academically supervised activities	Assessment
12	12	4	2
NON ATTENDANCE HOURS			
Self-study on theoretical concepts	Self-study on practical contents	Group work	Study
12	5	10	25
ECTS CREDITS:			3

BIBLIOGRAPHY AND RESOURCES

Basic bibliography
Text books
Hill, Charles; Udayasankar, Khrisna y Wee, Chow Hou (2014). <i>Global Business Today</i> . Mc Graw Hill.
Supplementary bibliography
Text books
Krugman, Paul; Wells, Robin; Graddy, Kathryn. (2013). <i>Essentials of Economics</i> . Worth Publishers Inc. 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.