



**COURSE INFORMATION SHEET**

<b>Course Information</b>	
<b>Course Title</b>	<b>Business Environment Analysis</b>
<b>Code</b>	E000005861
<b>Degree</b>	<b>MSc Marketing</b>
<b>Year</b>	<b>1</b>
<b>Semester</b>	<b>1</b>
<b>ECTS Credits</b>	<b>3</b>
<b>Type</b>	<b>Compulsory</b>
<b>Department</b>	<b>Marketing</b>
<b>Field</b>	Business Management, Marketing
<b>University</b>	<b>Pontificia Comillas</b>
<b>Hours/week</b>	<b>4 hours/week</b>
<b>Teachers</b>	Karin Martín Bujack, Arancha Larrañaga Muguerra, Alejandro Cadenas
<b>Descriptor</b>	

<b>Lecturers Information</b>	
<b>Lecturer</b>	
<b>Name</b>	<b>Karin Martín Bujack</b>
<b>Department</b>	<b>Finance</b>
<b>Field</b>	<b>Risk analysis</b>
<b>Office</b>	
<b>e-mail</b>	<b>kmartin@comillas.edu</b>
<b>Tutorial Hours</b>	<b>Permanently available via email</b>
<b>Name</b>	<b>Arancha Larrañaga Muguerra</b>
<b>Department</b>	<b>Marketing</b>
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<b>Tutorial Hours</b>	<b>Permanently available via email</b>

## DETAILED INFORMATION ABOUT THE COURSE

### Context of the course

#### Contribution to the professional profile of the degree

This course introduces students to the analysis of the global business context. In recent decades the world has witnessed a progressive integration of the activities of countries, companies and individuals. National borders have lost the meaning they once had and nowadays, most companies develop their activity in a global sphere rather than in a local one. The environment that these companies are facing has become very complex. The movement towards international markets involves a new relationship with different languages, cultures and socio-political environments. The course aims are that the student knows how to anticipate these trends and to infer the macroeconomic changes that are to come. In short, students will learn to determine what the relevant environmental variables are in each particular case, and to situate, manage and analyze information by presenting it in an effective way, to help decision-making.

#### Objectives

- To understand key themes of Macroenvironment and Trends.
- To effectively use research methods to decide and analyse strengths and weaknesses.
- To utilize the knowledge gained to propose recommendations and suggestions for firms and/or other organizations.

### Prerequisites

## THEMATIC UNITS AND CONTENT

### Content – Thematic Units

#### Module 1 Macroenvironment & megatrends

1. Geopolitical changing landscape
2. Trade and financial interdependence
3. Inequality and the new class map
4. Sustainability and climate change
5. Demographic trends
6. Health-consciousness and obesity and other paradoxes

#### Module 2. Sustainable Development Objectives as a Worldwide Agenda

#### Module 3. Tools for assessing environmental risks

#### Module 4. Proposing actions based on the knowledge generated

Skills
<b>Generic skills of degree program</b>
<p>CG 01. Ability to manage information and data about the context, markets, and results of the marketing strategy.</p> <p>CG 02. Analysis and summarizing ability applied to market situations and organizational problems in marketing.</p> <p>CG 05. Critical thinking and arguing consistent with comprehension of the external context and marketing administration and management process.</p> <p>CG 07. Interpersonal abilities in listening, negotiating and persuasion, and working in multidisciplinary teams to be able to operate effectively in different roles and, when appropriate, assume leadership responsibilities.</p>
<b>Skills specific to the sub-field of knowledge</b>
<p>CE 3. Ability to understand and analyze the economic, social, cultural, political and legal dimensions of the national and international environment, anticipate their evolution and estimate their influence on the markets, prior to determining and choosing business strategies.</p>

### TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course	
<p>The methodological approach to this course is based on learning by doing-problem solving. Students are REQUIRED TO PREPARE BEFORE EACH CLASS, as lectures will be kept to a minimum.</p> <p>During the class, students will work to solve problems and debate issues related to the theory covered.</p> <p>Students are also expected to work autonomously outside the classroom to meet the course objectives.</p> <p>See syllabus posted on moodle for further details.</p>	
<b>Class-based activities</b>	<b>Skills</b>
<p>AF1. Lectures</p> <p>AF3. Case study work</p> <p>AF3. Oral presentations</p>	<p>CE-3</p> <p>CG1, CG2, CG5, CG7,</p> <p>CE3</p>
<b>Out of class activities</b>	<b>Skills</b>
<p>AF4. Individual research</p> <p>AF5. Book and paper reading</p> <p>AF6. Group work</p>	<p>CE3, CG1, CG2, CG5</p> <p>CE3, CG1, CG2, CG5</p> <p>CG1, CG2, CG5, CG7,</p> <p>CE3</p>

### ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities*	CRITERIA	Weight
Group and individual assignments	Rubric	50%
Attendance and participation	Rubric	10%
Final exam	Rubric	40%
If you have to repeat the course (remediation)	CRITERIA	Weight
Final test	To measure understanding of fundamental ideas and knowledge	50%
Individual assignment	Rubric	50%

\* If the student fails any assessment concept, s/he will have another chance to repeat the work. The deadline will be the week marked as re-sit period in the academic calendar. Students on dispensation will have to agree on a project task with the teacher in order to pass the course.

SUMMARY OF STUDENT WORKLOAD	
CONTACT HOURS	
LECTURES	Case studies, Pitch presentations, Exercises
10	20
OUTSIDE OF CLASSROOM	
INDEPENDENT STUDY	INDIVIDUAL AND GROUP WORK
20	25
<b>CRÉDITOS ECTS 3 (75 hours)</b>	

## RESOURCES

Basic Bibliography
Emilio Ontiveros y Mauro Guillén (2012) Global turningpoints. Understanding the challenges for Business in the 21st century. Cambridge University Press <a href="http://ascent.atos.net/ascent-look/">http://ascent.atos.net/ascent-look/</a> <a href="http://worldhappiness.report/">http://worldhappiness.report/</a> J. Walter Thompson (2016) "The Future 100: Trends and Change to Watch in 2016" <a href="http://www.jwt.com/blog/consumer_insights/introducing-the-innovation-groups-the-future-100-trends-and-change-to-watch-in-2016/">http://www.jwt.com/blog/consumer_insights/introducing-the-innovation-groups-the-future-100-trends-and-change-to-watch-in-2016/</a>
Teaching materials
They will be provided during the course and posted on moodle
Complementary Bibliography
See syllabus on Moodle

Klaus Vaclav (2008) "Planeta azul no verde" Gota a gota  
OXFAM (2015) Factores clave para impulsar un acuerdo contra el cambio climático en París" "[https://www.oxfam.org/sites/www.oxfam.org/files/file\\_attachments/factores-clave-acuerdo-climatico-paris-251115-sp.pdf](https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/factores-clave-acuerdo-climatico-paris-251115-sp.pdf)  
OXFAM (2016) "Una economía al servicio del 1%"  
[https://www.oxfam.org/sites/www.oxfam.org/files/file\\_attachments/bp210-economy-one-percent-tax-havens-180116-es\\_0.pdf](https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp210-economy-one-percent-tax-havens-180116-es_0.pdf)  
Paul Mason (2016) "Postcapitalismo. Hacia un nuevo futuro" Paidós Iberica  
Richard Layard (2005) "Felicidad: lecciones de una nueva ciencia" Taurus  
Thomas Piketty, Thomas (2014) "El capital en el s. XXI" Fondo de Cultura Económica



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