



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Economía Internacional y el Entorno de los Negocios
Subject code	E000011589
Involved programs	Máster Universitario en Administración de Empresas (MBA) [Primer Curso] Máster Universitario en Ingeniería Industrial y Máster Universitario en Administración de Empresas [Primer Curso] Máster Universitario en Ingeniería de Telecomunicación y Mást. Univ. en Administración de Empresas [Primer Curso]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria
Course overview	Understanding of the international political economy and the international social, technological and cultural context in which companies operate. Assessment of the impact of this international environment on business decisions. Analysis of the interaction between states and markets: globalisation, hegemony and interdependence, and how this interaction affects companies. Understanding the processes of opening up to foreign trade, internationalisation of business practices, international financing decisions. The course explores the socio-economic, political and cultural context of 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 that will be useful to manag

Teacher Information	
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Teacher

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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

CG01	Capacidades cognitivas de análisis y síntesis aplicadas a situaciones de negocios y problemáticas organizativas de gestión.	
	RA01	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Es capaz de resumir y estructurar la información empleando los conceptos adecuados



CG02	Gestión de la información y de datos como elementos clave para la toma de decisiones y la identificación, formulación y resolución de problemas empresariales.	
	RA01	Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	RA02	Conoce y usa Internet para buscar y manejar información, textos y datos.
	RA03	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
CG08	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.	
	RA01	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica.
	RA02	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias.
CG09	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.	
	RA01	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico.
	RA02	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos.
	RA03	Amplía y profundiza en la realización de sus trabajos.
ESPECÍFICAS		
CE02	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	
	RA1CE2	Comprende la trascendencia de la globalización para la supervivencia de las empresas.
	RA2CE2	Comprende las claves del contexto socio-económico, político y cultural que enmarcan la internacionalización de las organizaciones.
	RA3CE2	Argumenta y critica acerca de las distintas implicaciones éticas de la internacionalización empresarial.
	RA4CE2	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

TEACHING METHODOLOGY



General methodological aspects of the subject

In-class Methodology: Activities

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

Non-Presential Methodology: Activities

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

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final individual exam	Individual evaluation	50 %
In class assignments and group project (written & oral presentation)	Individual and group evaluation	30 %
Individual active participation in class discussion.	Individual evaluation	10 %



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2021 - 2022

Ratings

Students will have two opportunities to pass the course: one during the teaching period and another during the exam period that will take place in July 2022. In order to pass the course 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 course 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

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.