International economic environment
Master in
Internationalization of companies





General Information

Subject: International Economic Environment / Entorno económico internacional

Degree: Master's Degree in Business Internationalization / Master universitario en

internacionalización de empresas

Nature: Mandatory / Obligatoria

Language: Spanish and English / Castellano e inglés

Modality: On-site and distance / Presencial y distancia

Credits: 6

Year: 1st / 1º

Semester: 1st / 1º

Professors/Teaching Team: Fabian Garzón Cuervo

1 COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic Competencies

CB6 Possess and understand knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often in a research context.

CB7 Apply the knowledge acquired and their problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

CB8 Integrate knowledge and deal with the complexity of formulating judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9 Communicate their conclusions and the knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous manner.

CB10 Possess learning skills that enable them to continue studying in a largely self-directed or autonomous manner.

General Competencies

CG3: Develop analytical capacity for business management in dynamic and complex environments, such as those belonging to an international setting.

CG4: Interpret macroeconomic data, country information, sectoral information, and relevant companies in order to systematize the processes of business decision- making.

CG5: Acquire the knowledge and learning necessary to continue developing more specialized studies in the field of research or doctoral studies.

CG6: Integrate into multidisciplinary teams in high-pressure situations with a proactive and problem-solving attitude.



Specific Competencies

CE1: Understand the concepts, theories, and instruments to analyze and develop business internationalization plans.

CE10: Acquire techniques for the professional drafting of documents and the presentation of reports in the field of international business.

CE19: Be able to analyze and interpret the economic environment and quantify the risks and opportunities it poses in the business environment.

1.2 Learning Outcomes

Upon completion of this course, the student should be able to:

Analyze and understand the social, political and economic forces governing the individual behavior of firms and consumers, their interaction in markets, and the functioning of the economy as a whole at a global level.

Analyze and understand basic economic and financial concepts.

Understand how international markets works, the application of the laws of supply and demand, and the need for corrective interventions by the public sector.

Analyze the characteristics of open economies and the integration of national economies into the global economic system.

Analyze the nature of economic policy debates in national and international economic level within the framework of general macroeconomic models of aggregate demand and supply.

Understand economic outlook reports from international economic organizations (IMF, OECD, European Commission, etc.) on both specific countries and the global economy, and their impact on business panorama.

2. CONTENT

2.1. Requirements

None.

2.2. Detailed Content

Contents

- Historical development, configuration and current structure of the international economic environment.
- Generalities of International economics theory and practice and their application in global settings.
- Dynamics of internationalization (production, trade, finance, labor).
- Social, political and economic perspectives of major global actors: United States, China, European Union, Japan, Russia, and emerging actors.
- Current geopolitics and cooperation trends (Multilateralism, Trade agreements, etc.)
- Spanish firms within international economic context: evolution, success and failure stories.
- Upcoming economic issues and trends: Sustainability, Energy transition and impact in production and consumption, Hyperconnectivity, IA emergence.



2.3. Directed Activities

During the academic year, students will need to complete a certain number of directed activities, either individually or in groups.

The purpose of these Directed Activities is to familiarize students with the applied nature of the concepts discussed in the classroom, so they can appreciate the use of theory in analyzing real-life situations. Each teacher will propose throughout the course the Directed Activities that best suit the course, always with a minimum of two.

2.4 Educational Activities

n-Person Attendance		
Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF1 Lecture	45	100%
AF4 Tutorials	10	80%
AF6 Practical Classes. Seminars and Workshops	20	100%
AF7 Internships	10	100%
AF9 Individual Study and Independent Work	29	0%
A10 Individual or Group Assignments for Students	10	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
TOTAL	150	

Distance Learning Mode

Distance Learning Wode		
Educational Activity	Hours	Percentage Attendance for the Educational Activity
AF2 Lectures	60	0%
AF4 Tutorials	10	0%
AF9 Individual Study and Independent Work	19	0%
A12 Individual Student Assignments	20	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
A15 Study, Understanding, and Assessment of the Subject	15	0%
TOTAL	150	



Teaching Methodologies

In-person and Distance Learning:

MD1	Expository Method / Lecture
MD2	Problem-Solving and Exercises
MD3	Cases Studies
MD5	Project-Based Learning
MD10	Cooperative learning

3. Evaluation system

3.1. Grading system

The grading system (R.D. 1125/2003, of September 5) will be as follows:

0 - 4.9 Fail (F)

5.0 - 6.9 Pass (P)

7.0 - 8.9 Good (G)

9.0 - 10 Outstanding (O)

The "honors" designation may be awarded to students who have obtained a grade equal to or higher than 9.0. Its number cannot exceed five percent of the students enrolled in the subject in the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "honors" designation may be granted.

3.2. Evaluation criteria

Face-to-face modality

Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and	25%	25%
participation		
SE2. Presentation of	25%	25%
assignments and projects		
(individual practices and		
teamwork)		
SE4. Final individual in-person	50%	50%
exam		

Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%



Distance modality

Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and	20%	20%
participation		
SE2. Presentation of	20%	20%
assignments and projects		
(individual practices and		
teamwork)		
SE4. Final individual in-person	60%	60%
exam		

Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of	25%	25%
assignments and projects		
(individual practices and		
teamwork)		
SE4. Final individual in-person	75%	75%
exam		

The passing of any subject is subject to passing the corresponding final individual in-person exams.

3.3. Restrictions

Minimum grade

To calculate the average with the previous weightings, it is necessary to obtain at least a grade of 5,0 in the final exam.

Writing Standards

Special attention will be paid to written assignments, practices, and projects, as well as exams, regarding both presentation and content, ensuring grammatical and spelling aspects are accurate. Failure to meet acceptable standards may result in points being deducted from the assignment.

3.4. Warning about plagiarism

The Antonio de Nebrija University will not tolerate plagiarism or copying under any circumstances. Plagiarism will be considered as the reproduction of paragraphs from sources other than the student's own work (Internet, books, articles, classmates' work, etc.), without citing the original source. The use of citations cannot be indiscriminate. Plagiarism is a serious offense.

If such practices are detected, it will be considered a serious offense and the sanction provided in the Student Regulations may be applied.



4. References

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