EAE Business School Barcelona

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Analysis of the global environment and governance

Subject: Economics

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Second

Semester: First

Academic Year: 2026–2027

1. Index

2. Presentation

Globalization has far surpassed any other economic and social phenomenon, because of its size and scope. The world economy has changed with the emergence of this phenomenon, and it is necessary to know and understand the elements and characteristics that define it.

In this subject we provide the student with the necessary elements to understand, describe, integrate and analyze, fundamentally, the aspects to be taken into consideration to achieve effective work in the business world, assessing the effects and implications of current economic conditions and global governance. We will know the effect of economic and social variables, allowing students an efficient planning of companies to achieve their objectives In particular focus on developing economies and the current classification of countries' economies through a PESTEL analysis, followed by exploring international trade agreements and regulatory bodies, student in balance of payments and its relations with the rest of the world in order to look for economic trends and their effect to domestic companies and study their economic adaptation in times of global socioeconomic uncertainty. This is done always counting on the application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

3. Learning outcome of the degree

- RAT2 - The graduate will identify the moral and ethical principles related to legal and social responsibility, derived from business action through theoretical learning of the regulations that apply to companies.
- RAT3 - The graduate will be able to identify economic, environmental, political, sociological and technological factors at the local, national and international levels and their impact on organizations through research-based learning in business environments.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.
- RAT14 - The graduate will be able to apply in an effective way the principles of quality management and continuous improvement of organizations by means of a simulation of the implementation of a quality system in a company.
- RAT15 - The graduate will be able to analyze the possible solutions to a legal problem in the business environment.

- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT21 - The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing the companies' profit and loss accounts.
- RAT22 - After completing the degree, the student will be able to design work processes to achieve organizational efficiency.

4. Learning outcomes of the subjects

- RAM1 - The student will be able to correctly interpret the functioning of economic and social institutions as a result and application of formal models about how they function in an economic system.
- RAM2 - The student will be able to correctly relate the typical economic and social phenomena of the welfare society with globalization and sustainability for the use of technique, technology, economy and sustainability, through written exercises relating concepts.
- RAM7 - The student will be able to properly analyze the economic environment of countries or geographical areas by using indicators proposed in practical exercises.
- RAM8 - The student will be able to correctly interpret economic conjunctures that take place in various areas of the world (balance of payments, currency market, etc.), as well as aggregate demand policies (fiscal and monetary policy) and structural policies on the supply side.

5. Contents

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1. Economies along the way and the actual classification of the economy of the countries.
   1.1. El Análisis PESTEL.
   1.2. The impact on businesses and different sectors
2. Information on international trade and regulatory bodies.
   2.1. Positive/negative impact on the expansion of the company
3. Balance of Payments and its relationships with the rest of the world
4. Financial Markets
   4.1. Currency system (traditional and crypto), parity, types of interests.
   4.2. The Monopoly. Monopoly power. The sources of monopoly power. The social costs of monopoly power
   4.3. The capture of the consumer's excess. Price discrimination. Inter-temporal price discrimination. Price setting according to intensity of use. The fare of two tramos. The joint venture. Publicity
   4.4. Monopolistic competence and oligopoly
   4.5. The theory of games and competitive strategy
   4.6. Markets with asymmetrical information
5. Economic trends and their effect on businesses.
   5.1. The mechanism of the market. The elasticities of the offer and the demand. The effects of state intervention: price controls
   5.2. The production function. Production with a variable factor (short plazo). The average product and the marginal product. The law of decreasing returns. Production with two variable factors (wide square). The marginal report of technical replacement. The production function: special cases. Escalator performance
   5.3. The costs of the company in short plazo. The costs of the company in Largo Plazo and the optimal selection of factors. The journey of expansion. Economics and deseconomies of scale. The economics of alcance. The learning curve.
6. Economic adaptation in times of global socio-economic uncertainty
   6.1. Uncertainty and the conduct of consumers
   6.2. Uncertainty and the conduct of organizations
7. Application through examples and practices of Corporate Social Responsibility to ensure a better sustainable community and continuity in the understanding of its importance.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which the student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each
2. A group assignment or report: 10%
3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the course competencies and learning outcomes. Accordingly, students must attend at least **75% of all scheduled sessions**.

Failure to meet this minimum attendance requirement will result in the loss of the right to sit the final examination for the course. Consequently, the student will receive a failing grade, with no possibility of accessing reassessment procedures or second-chance examinations, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: **excused** and **unexcused**. Excused absences are those that can be supported by appropriate documentation. All other absences will be considered unexcused.
2. Supporting documentation for excused absences must be submitted to the teaching staff within a maximum of **7 days** and must clearly include the student's personal details, as well as the date and time period during which attendance in class was prevented.

8. Bibliography

- Paul, R., Obstfeld, M., & Melitz, M. J. (2023). Economía Internacional: Teoría e Política. Bookman Editora.
- Toledo, M. M. (2022). Panorama actual de las fintech en el contexto financiero internacional. Revista Cubana de Economía Internacional, 9(2).
- Aponte, G. (2022). Panorama internacional de la economía circular a través del análisis de la producción científica y tecnológica. Tekhné, 25(1), 13-13.