EAE Business School Barcelona

Bachelor Degree in Business Administration and Management and Business Transformation

Course: International economic expansion

Subject: Economics

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Course: Third

Semester: Second

Academic Year: 2026-2027

1. Index

2. Presentation

Over the past decade, the global economy has raised many new issues, from the backlash against globalization to a series of unprecedented financial crises. The aim of this course is for the student to know the most important concepts and methods of analysis in international economics and to be able to make a rigorous analysis of the main phenomena of the current globalized economy in order to advise companies towards the business expansion and transformation. To this end, the economic relations of a country with the outside world will be studied through the Balance of Payments and its main accounts. The student must obtain an overview of the international economic situation and the main international economic organizations.

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

- RAM3 – The student will be able to analyze precisely those business issues that affect the profitability and growth of a company in order to maximize success.
- RAM4 – The student will be able to accurately apply economic concepts in real cases by solving real case studies.
- RAM5 – The student will be able to interpret macroeconomic data and statistics to understand the current world through collaborative learning in working groups.
- RAM6 – The student will be able to compare macroeconomic indicators for quantitative and qualitative interpretation through data analysis techniques.

5. Contents

1. The international economic environment of the company.
   - 1.1. Rent flows and PIB
   - 1.2. Inflation and deflation and the example
   - 1.3. The company and the money; the financial system.
2. The Open Economy
   - 2.1. Opening of the Bienes Market
   - 2.2. IS in an open economy
   - 2.3. Commercial balance and balance
   - 2.4. The opening of the Mercado de Capitales
3. The economic policy of a company in international markets
   - 3.1. Tax policy
   - 3.2. The pre-suppuestaria restriction of the Government: deficit, deuda, gasto and impuestos
   - 3.3. Monetary policy; the optimal inflation rate
4. International Market Models:
   - 4.1. Perfect competence, monopoly and oligopoly, factor remuneration, competitive balance and market failures.
5. International Market System
   - 5.1. Prices, offers and requests to be added to the markets
   - 5.2. The demand for money; the determination of the type of interest; the "trampa de la liquidez"; type of interest nominal vs real; I succeed and before I succeed; financial intermediaries
6. International economic theory:
   - 6.1. Productivity of labor and immigration policies

    6.2. The barriers to international trade.

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 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.

<u>The regulations establish a mandatory attendance requirement of 75%.</u>

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the competencies and learning outcomes of the course. In this regard, a minimum attendance of 75% of the total scheduled sessions is mandatory.

Failure to meet this minimum attendance percentage will result in the loss of the right to sit the final exam for the course. Consequently, the student will be graded as a fail, with no possibility of reassessment or second-chance opportunities, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: justified and unjustified. Justified absences are those that can be supported by documentation. All other absences are considered unjustified.

2. Supporting documents must be submitted to the teaching staff within a maximum period of 7 days, and must clearly include the student's personal details, as well as the date and time during which attendance at class was prevented.

8. Bibliography

- Paul, R., Obstfeld, M., & Melitz, M. J. (2023). *Economia Internacional: Teoria e Política*. Bookman Editora.
- de Paula, L. F. (2022). *Economia brasileira na encruzilhada: ensaios sobre macroeconomia, desenvolvimento econômico e economia bancária*. Editora Appris.
- Otros:
- Aponte, G. (2022). Panorama internacional de la economía circular a través del análisis de la producción científica y tecnológica. *Tekhné*, *25*(1), 13-13.