

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

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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

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.

- Developing economies and the current economic classification of countries. PESTEL analysis.
- International trade agreements and regulatory bodies.
- Balance of Payments and its relations with the rest of the world
- Financial Markets: Currency system (traditional and crypto), parity, interest rates.
- Economic trends and their effect on businesses.
- Economic adaptation in times of global socio-economic uncertainty
- Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness 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 %
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When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a "No Show" overall course grade.

"The maximum grade that students may obtain on the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests will, in any case, constitute the final grade of the subject". **Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam.**"

Single Evaluation: The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

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.