

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

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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

- The international economic environment of the company.
- The Open Economy
- The economic policy of a company in international markets
- International Market Models: Perfect competition, monopoly and oligopoly, factor rewards, competitive balance and market failures.
- International Market System: Prices, supply and aggregate demand
- International economic theory: Labour productivity, immigration policies and barriers to international trade.
- 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 %

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). *Economia Internacional: Teoría 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.