

Bachelor Degree in Business
Administration and Management and
Business Transformation

Course: International Trade and Negotiation

Subject: Business

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: First

Semester: Second

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2. Presentation

2.1 Description

The strategic analysis carried out by the manager to design and subsequently implement the business strategy requires a diagnosis of the environment surrounding the organization and the interpretation of changes in that environment. Only then will the manager be able to make the right decisions, as these will respond most effectively to the needs of the company.

It is no longer enough to know only the market itself, but today the company competes in a global market with different companies and competitive strategies. The companies that are born today, do it to compete internationally, in very complex markets where an infinity of economic agents of diverse nature intervene.

Environment is everything outside the company as an organization. The environment is associated with the concept of the market, for the effects of the latter on the company, and to study it it is necessary to define its dimensions and reference levels. The interest in analyzing the environment is manifested from the seventies of the twentieth century, due to the great changes that took place in the international markets and that impacted the economies of the industrialized countries.

Macroeconomics, which studies the economy as a whole, seeking to understand the global determination of economic activity, from the point of view of unemployment, aggregate income, average prices, inflation and the distribution of wealth. One of the initiators of the macroeconomic analysis was John M. Keynes, studying expenditure and income.

As for microeconomics, a branch of the economy that studies the decisions of families and companies, the ways in which markets operate and how they are regulated, how taxes influence the allocation of work, goods and services. In this area of economic sciences, topics such as technological change, production, consumption, wages and incomes are addressed. Adam Smith is considered the initiator of this type of analysis.

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.

Globalisation affects both economic, trade, labour and information flows. Therefore, the subject will focus on analyzing the general economic dynamics, in crisis and expansion situations, global imbalances and social and territorial inequalities, as well as the economic policies applied and their impact.

Economic and globalization analysis covers a large number of variables, which in turn involve the study of different indicators which must be interpreted carefully, taking into account theory and experience. Thus, the analysis requires a sufficient set of information, which is indispensable to have a clear idea of what has happened, what is happening and what could happen in the near future in the economy and therefore in society.

Today more than ever, economic analysis plays a vital role, as changes in markets occur very quickly, and economies internationalize by increasing their degree of openness. Globalization and competitiveness today are dominant issues, economies are less stable and more interrelated.

In this subject we provide the student with the necessary elements to understand, describe, integrate and analyze, fundamentally, the aspects to be taken into account to achieve effective work in the business world, assessing the effects and implications of current economic conditions. We will know the effect of economic and social variables, allowing students an efficient planning of companies to achieve their objectives.

We propose, supported by research, to detect and solve problems in organizations, providing the elements to assume attitudes of commitment to the economic, social and environmental environment.

2.2 Relevant professional applications

The set of learnings received by the student in the subject focuses on acquiring the knowledge that can be applied in different areas or professional activities. In particular, the subject is projected in fields such as:

- Management and administration of marketing and digital communication companies.
- Marketing consulting and digital communication.
- Business marketing planning and digital communication.
- Private research and consulting.

- Apply knowledge in international organizations and public institutions.

3. Learning outcomes of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests.
- RAT5 - The graduate will describe the characteristics of the institutions and procedures of the Spanish and European legal system and their impact on the business environment, by means of a written or oral test.
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT7 - The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning.
- RAT8 - The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- 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.
- RAT11 - After completing the Degree, the student will be able to apply the teamwork techniques in an autonomous way.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT17 - After completing the degree, the graduate will be able to apply techniques to analyze and solve problems in changing business environments through the implementation of challenges and problem-solving methods.
- 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 - 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.

- RAT23 - The graduate will be able to actively propose a plan for the implementation and support of information and communication systems for the digital transformation of the organization, according to a project based on a real business case.
- RAT24 - After completing the degree, the student will be able to design projects for IT services and systems in all business fields.
- RAT25 - The graduate will be able to prioritize the operational tasks of the different functional areas of a company or organization.

4. Learning outcomes of the subjects

- RAM1 - The student will be able to interpret clearly and consistently the most relevant aspects in the business environment in a business project.
- RAM4 - The student will be able to propose relevant indicators for the analysis and knowledge of the state of a company.
- RAM6 - The student will be able to correctly analyze the situation of the company from the interpretation of the information presented in the economic-financial statements.
- RAM7 - The student will be able to properly relate the fundamental concepts of current business to obtain a broad vision of the economic reality that affects the company.

5. Contents

- Framework for International Business
- Internationalization of Business and International Business
- Trends affecting International Business
- International Organizations: IMF; OECD; UNCTAD; WTO.
- Other International Organizations: The Paris Club; The Paris International Chamber of Commerce. Análisis de Informes sobre el Comercio Mundial
- Operation of foreign trade.
- Formulation of optimization objectives conditioned by organizational changes.
- Agency situations. State enterprises in planned economy countries. Public enterprises.
- Evaluation of a company from abroad. Instruments of Economic-Financial Analysis. Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

6. Metodology

| 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 reevaluation tests [...] shall be 5,0. In addition, "the grade of the reevaluation 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

8.1 Basic Bibliography

- Robert Feenstra, Alan M. Taylor (2021): International Economics: Macmillan Learning, ISBN 1319383432, 9781319383435

8.2 Complementary Bibliography

- Krugman, P. (2021). 13. What Do We Need to Know about the International Monetary System? (pp. 509-530). Princeton University Press.