COURSE DESCRIPTION

COURSE/SUBJECT: STRUCTURE AND INTERNATIONAL MARKETS

YEAR 2º / SEMESTER 1º

DEGREE (S): BUSINESS ADMINISTRATION

IN-CLASS TEACHING

ACADEMIC YEAR: 2018/2019

SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Structure and International Markets
Code: f203
Year (s) course is taught: 2
Semester (s) when the course is taught: 1
Type: compulsory
ECTS of the course: 6
Hours ECTS: 30
Language: English and Spanish
Modality: on campus
Degree (s) in which the course is taught: Business Administration
School which the course is taught: Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Economics
Area of knowledge: Applied Economics

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERES:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>José María Larrú</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>5661</td>
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<td>Email:</td>
<td><a href="mailto:larram@ceu.es">larram@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1.23 B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Gonzalo Sanz-Magallón Rezusta</td>
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<td>Phone (ext):</td>
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<td>Office:</td>
<td>1.18 B</td>
</tr>
</tbody>
</table>

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION
The subject covers the main features and problems of the contemporary world economy: the globalization process, the sources of economic growth, national policies to promote economic progress, and the role of the different international institutions. The first unit is dedicated to explain the main economic development indicators, the stages of economic development, and the determinants of GDP per capita. Other units are dedicated to explain the channels of economic interdependence, the international flows of capital and the role of the main international organizations. It allows understanding the Spanish economic structure, the European Union and the international business problems.

### 4. COMPETENCIES

#### 1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
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</thead>
<tbody>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of communicating information, ideas, problems and solutions to both a specialist and non-specialist audience.</td>
</tr>
<tr>
<td>BS5</td>
<td>Students should have developed the learning skills required for pursuing further studies independently.</td>
</tr>
<tr>
<td>GS1</td>
<td>Capacity for analytical and critical thinking and its oral and written communication.</td>
</tr>
<tr>
<td>GS3</td>
<td>Capacity to use CITs, information systems and data bases.</td>
</tr>
<tr>
<td>GS4</td>
<td>Capacity for teamwork, negotiation and conflict resolution.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS11</td>
<td>Capacity to discuss and analyze structural problems and characteristics of an economy in a globalized world, with special emphasis on the Spanish economy and that of the European Union.</td>
</tr>
<tr>
<td>SS12</td>
<td>Understanding international economic relations from a structural perspective, studying for said purpose aspects such as development, growth, poverty, migrations, capital flows and the dynamics of international trade.</td>
</tr>
<tr>
<td>SS25</td>
<td>Capacity to understand and analyze the economic structure of the European Union, the role of its main policies in the process of European convergence and how it functions as the largest trading bloc in the world.</td>
</tr>
<tr>
<td>SS26</td>
<td>Analyzing, from a structural perspective, trade transactions between countries and their relation to direct investment flows in order to understand the elements that influence business decisions in a globalized world.</td>
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#### 2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>The student must be able to analyze the international, Spanish and European economy and interpret the most relevant economic data</td>
</tr>
<tr>
<td>Must be able to manage the main databases of international trade and direct investment. And it must be able to</td>
</tr>
</tbody>
</table>
interpret its relation with the main economic and extra-economic variables of the countries

It must be aware of the role of emerging and traditional economies in global economic prosperity and the influence of different products and markets on the development of the world economy and international trade.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>35</td>
</tr>
<tr>
<td>EA3</td>
<td>Practice</td>
<td>25</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA6</td>
<td>Independent work</td>
<td>120</td>
</tr>
</tbody>
</table>

Seminar EA2: In-class seminar educational activity which, under the guidance of the professor, encourages collaborative learning among students and is focused on case studies and the subject matter to be studied in detail.

Practice EA3: In-class educational activity in the form of workshops or undertaken in the computer room which, under the guidance of the professor, is directed at either the individual or group resolution of exercises and problems or the undertaking of practice that demonstrate an understanding of the theory studied.

Independent work EA6: Educational activity whereby students independently manage their own learning by the study of the subject, necessary for the acquisition of the competences of the course.

6. ASSESMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

2.- ASSESMENT SYSTEM AND CRITERIA:
The subject is graded using a continuous assessment system.

To be able to pass by continuous evaluation it is necessary:

To attend at least 75% of the semester classes.

To obtain at least 30% (1.5 points out of 5) on the continuous assessment tests (mid-term exam, exercises, readings and individual work).

To get a minimum score of 30% (1.5 points out of 5) on the final exam

EXTRAORDINARY CALL:

Students who have not passed the subject in the ordinary call should be submitted to the extraordinary call, justifying the performance of exercises, readings and practical work. Those who, having sufficient attendance, have delivered it in the ordinary call and exceeded the minimum threshold may keep the grade for this call. Those who did not cover the minimum attendance (excluding the justified), must complete all the cases and exercises. All students must obtain the same minimum scores required in the ordinary call. Since the mid-term exam is not repeated, the exam will be evaluated on 6.5 points, the remaining 3.5 being the sum of the work (2.5) and the two written tests (1 point).

1. Exams and tests:

The student will pass a mid-term exam on the staff explained until that moment. It will be scored on 1.5 points. It will be obligatory and cannot be repeated under any circumstances.

In addition there will be two applied tests (exercises or comprehensive reading of texts directly related to the subject). Each one will be scored on 0.5 points.

2. Practical work on the economic and commercial structure of a country:

The student must carry out, individually or in pairs, a report describing the economy of a country or the trade relationship between two countries, as specified in the teaching guide. The delivery of this work is essential in both the ordinary and the extraordinary call. The grade of this work will be 2.5 points.

3. Final exam

The final exam will consist of five questions, one for each of the program units. Each question will be worth one point. At least one will be of applied character, like an exercise calculating indicators, balance of payments or comment a chart or a table. The others will be questions based on the essential topics of the subject. To pass the subject, a minimum of 30% (1.5 points out of 5) must be obtained in the final exam, both in the ordinary and extraordinary exam.

*Once the schedule of activities and face-to-face tests (examinations, practices, exercises, works, presentations, etc.) has been established, in order to guarantee a level playing field for all students,
the tests will not be repeated to pupils who did not attend them, except when a very important justification exist

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL:

1. The structural measurement of economic activity.
   - GDP, methods of estimation and derived aggregates. Macroeconomic tables.
   - Comparisons over time and space.

2. Growth and development in the world economy
   - A tour of the world economy. Globalization.
   - Economic growth: causal factors and models. Structural change.
   - Human development, poverty and inequality.

   - International private capital flows: FDI, portfolio and remittances.
   - Public international flows: ODA.

4. International trade
   - Theories of trade and protection. Main indicators of foreign trade.
   - Structural characteristics of international trade.
   - Institutional framework: the World Trade Organization

5. The process of integration of the European Union
   - Definition and types of integration processes. Static and dynamic effects.
   - The process of European integration: additions and modifications in the founding treaties.
   - Structure and functioning of the EU.
   - The EMU: Its process of creation and features of the Eurozone.

PRACTICAL WORK PROGRAMME:

Students will learn how to apply theoretical concepts carrying out practical exercises. In addition, they will have to perform a brief country report. The purpose of this report is to develop the skills of finding information on the web sites of major international organizations and databases of the global economy. In addition, it is intended that students develop an understanding of the main economic variables of a country in which a company develops its activity, their interrelation, and the ability to synthesize when preparing a small structural diagnosis of a country’s economy.

The idea is that students become progressively familiar with “their” country’s economic structure. Therefore, the report must be done throughout the course. A hasty search for information at the end of the course is detrimental to the goals of this activity, which seeks to combine the personal responsibility of the student, the management of electronic resources (web pages), the treatment of data in spreadsheet and graphics processing and, finally, the brief wording of the characteristic features of the economy of a country. This activity lays the groundwork for the elaboration of the Degree Final Project offered by the area of Economic Structure.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

2.- ADDITIONAL BIBLIOGRAPHY:

- OECD-DAC (2010) What is ODA?

4.- WEB RESOURCES:

European Union: http://europa.eu/index_es.htm
Internacional Monetary Fund: http://www.imf.org
World Bank: http://www.bancomundial.org/
OECD: http://www.oecd.org
WTO: http://www.wto.org
FAO: http://www.fao.org
UNDP: http://www.undp.org
Statistics:
- OECD: http://www.oecd.org/statsportal/0,3352,en_2825_293564_1_1_1_1_1_1,00.html
- World Bank: World Development Indicators
- WTO: http://www.wto.org/spanish/res_s/stats_s/stats_s.htm
UNCTAD: http://www.unctad.org/Templates/Page.asp?IntItemId=1584&lang=3

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.