General overview of the module

The module Global Environment and Markets is divided into two parts. The first part focuses on macro factors related to the international business landscape considering issues such as the current status of the world economy, theories of international trade and the influence of various political and legal environments. Further to this, the impact of the causes and effects of globalization will be discussed. The second part of the course then moves on to deal with the basic tools required to understand the behavior of multinational companies at a more micro level. The theoretical and practical sessions of this part will be complemented with some seminars where various professionals will explain real cases.

Key Information

- Module Code: 13591
- Module Title: Global Environment and Markets
- Credit Points: 6
- Module Status: Compulsory
- Module Block: Business and management
- Course Title: BSc in Engineering and Management
- Module Theme: Economy

Faculty

Lecturer
Colin Donaldson
Alexandre Perrin

Tutorial hours
Fridays from 09:00 to 11:00 (By request).

Recommended prior knowledge

<table>
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<tr>
<td>13590</td>
<td>Economy</td>
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Required Reading:

- International Business: The New Realities. Cavusgil, S, Knight, G and Riesenberger, J.
- Dirección internacional de la empresa, Madrid: McGraw-Hill Education. Pla Barber, J y León Darder, F.
- International Economics, McGraw-Hill. Pugel, Th. A.

Module objectives

Learning outcomes

**BASIC AND GENERAL COMPETENCIES.**

- 01- To be able to work in group, in multilingual and multicultural environments.
- 02 – To use the technological and economical techniques, abilities, and tools used in the professional practice related to the engineering and Management.
- 03 – To define, solve, and expose in a systematic way complex technical issues.
- 04 – To learn how to analyze elements that are crucial in the business decision-making.
- 05 – To communicate in formal languages, using graphics and symbols.
- CB2 – To apply theoretical knowledge to professional practice, making decisions based on rational arguments
- CB4 – To transmit information, ideas, problems, and solutions to both a specialized and non-specialized audience.
- CB5 – To undertake future studies in an autonomous way.
GLOBAL ENVIRONMENT AND MARKETS

SPECIFIC COMPETENCES
02 – To interpret the impact of the economic variables on the business activity.
04 – To understand the functioning of the companies, as well as the process needed to their development and growth.
22 – To understand the global environment and the different models of internalization to manage the company from an international viewpoint.

Teaching and learning units

Part I. The International Landscape and Trade Theory
1.1.1 Introduction to International Business.
1.1.2 Case.
1.1.3 The current status of the world economy.
1.1.4 The main regulators of the world economy.
1.2.1 Theories of international trade.
1.2.2 Theories of international investment.
1.2.3 Case.
1.3.1 Political and legal systems in national environments.
1.3.2 International monetary and financial environment.
1.3.3 Understanding emerging markets.
1.3.4 Global market opportunity assessment.
1.3.5 Case.

Part II. Management of International Companies
2.1.1 Strategy and organization in the international firm.
2.1.2 Internal Transfer Pricing and fiscal optimization mechanisms.
2.1.3 Licensing, franchising and collaborative ventures.
2.1.4 Exporting and global sourcing.
2.1.5 Case.
2.2.1 Culture and environment of international business.
2.2.2 Marketing in the global firm.
2.2.3 Human resource management in the global firm.
2.2.4 Case.
2.3.1 Born Globals.
2.3.2 Workshop: Knowledge management.
2.3.3 Future issues.
2.3.4 Workshop: Business intelligence.
2.3.5 Summative Case.

Teaching and learning methods

<table>
<thead>
<tr>
<th>Teaching Unit</th>
<th>Classroom theory</th>
<th>Classroom practice</th>
<th>Laboratory practice</th>
<th>Field practice</th>
<th>Computer practice</th>
<th>Autonomous student work</th>
<th>TOTAL HOURS</th>
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Assessment

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<tr>
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<th>Nº of activities</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Continuous assessment</td>
<td>Max 4</td>
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<tr>
<td>Exam (Part I)</td>
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</tr>
<tr>
<td>Exam (Part II)</td>
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Student evaluation will consist of both continuous and summative assessments:

1. **Continuous assessment**: This part consists of the submission of practical work either carried out individually or in groups. There will be up to a maximum of 4 assessment activities. This part represents 40% of the final mark.

2. **Summative assessment**: These tests can combine both theoretical and practical content. As the subject has two different parts, there are two exams. The first exam (E1), which comprises topics 1.1 to 1.3, will be during the middle of the term, whereas the second exam (E2), which comprises topics 2.1 to 2.3, will be at the end of the term. To pass the module a minimum of 5 marks is required in both exams. The average grade of both exams represents 60% of the final mark. If a student does not pass the first exam they will sit both parts in the final exam meaning that the mark they achieve for this will be their final grade.
Important
Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester. In order to pass the module an average of 5 (or more) in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments. Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.