

1. Key Information		
Module Code: 13591	Module Title: Global Environment and Markets	
Credit Points: 6	Module Status: Core	Module Block: Business and management
Course Title: BSc in Engineering and Management		Module Theme: Economy

2. Lecturer: Colin Donaldson	Tutorial Hours: By request via email
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3. Required Reading:	
<i>International Business: The New Realities</i>	<i>Cavusgil, S, Knight, G and Riesenberger, J</i>
<i>Dirección internacional de la empresa, Madrid: McGraw-Hill Education</i>	<i>Pla Barber, J y León Darder, F.</i>
<i>International Business: Competing in the Global Marketplace: McGraw-Hill Education</i>	<i>Hill, C and Tomas, G and Hult, M.</i>

4. General overview of the module
<p>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.</p>

5. Recommended prior knowledge
13590 Economy

6. Module objectives – Learning outcomes
Basic and general competences
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.
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.

7. Teaching and learning units	
Unit	Schedule
Part I. The International Landscape and Trade Theory	<i>Session/Week</i>
1.1.1 Introduction to International Business	1
1.1.2 Case	2
1.1.3 The current status of the world economy	3
1.1.4 The main regulators of the world economy	4
1.2.1 Theories of international trade	5/6
1.2.2 Theories of international investment	7
1.2.3 Case	8
1.3.1 Political and legal systems in national environments	9
1.3.2 International monetary and financial environment	10
1.3.3 Understanding emerging markets	11

1.3.4 Global market opportunity assessment	12/13
1.3.5 Case	14
Part II. Management of International Companies	
2.1.1 Strategy and organization in the international firm	15
2.1.2 Internal Transfer Pricing and fiscal optimization mechanisms	16
2.1.3 Licensing, franchising and collaborative ventures	17
2.1.4 Exporting and global sourcing	18
2.1.5 Case	19
2.2.1 Culture and environment of international business	20
2.2.2 Marketing in the global firm	21/22
2.2.3 Human resource management in the global firm	23
2.2.4 Case	24
2.3.1 Born Globals	25
2.3.2 Workshop: Knowledge management	26
2.3.3 Future issues	27
2.3.4 Workshop: Business intelligence	28
2.3.5 Summative Case	29/30

8. Teaching and learning methods							
Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Classroom)	Practical (ICT)	Self-guided study	TOTAL HOURS
1.1	3	3				14	20
1.2	5	3				17	25
1.3	6	6				20	32
2.1	6	6				20	32
2.2	6	6				17	29
2.3	4	6				17	27
TOTAL HOURS	30	30				105	165

9. Assessment		
Overview	Nº of activities	Weighting (%)
Continuous assessment	Max 4	40
Exam (Part I)		30
Exam (Part II)		30

Student evaluation will consist of both continuous and summative assessments:

- 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.
- 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.