1. **Key Information**

- **Module Code:** 13591  
- **Module Title:** Global Environment and Markets  
- **Credit Points:** 6  
- **Module Status:** Core  
- **Module Block:** Business and management  
- **Module Theme:** Economy  

2. **Lecturer:** Victoria Martín  

3. **Tutorial Hours:** Monday 11:00-13:00 (request via email)

4. **Required Reading:**

5. **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.

6. **Recommended prior knowledge**

   - 13590  
   - Economy

7. **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.

8. **Teaching and learning units**

   **Part I. The International Landscape and Trade Theory**

   **UNIT 1**
   - 1.1.1 Introduction to International Business  
   - 1.1.2 Globalization of markets and the internationalization of the firm  
   - 1.1.3 Managing an International business

   **UNIT 2**
   - 2.1 The global economic environment  
   - 2.2 The main regulators of the world economy  
   - 2.3 Preferential Trade Agreements: International Integration

   **UNIT 3**
   - 3.1 Political and legal systems in international environments
3.2 International Trade. Theories
3.3 International monetary and financial environment
3.4 Understanding Emerging Markets
3.5 Global Market opportunity assessment

**Part II. Management of International Companies**

**UNIT 4**
4.1 Strategy and organization in the international firm
4.2 Human resource management in the global firm

**UNIT 5**
5.1 Road map to Internationalization
5.2 Entry models: contractual strategies
5.3 Culture and environment of international business
5.4 Marketing in the global firm
5.5 FINAL CASE

### 8. Teaching and learning methods

<table>
<thead>
<tr>
<th>Unit</th>
<th>Theory (Classroom)</th>
<th>Practical (Classroom)</th>
<th>Practical (Laboratory)</th>
<th>Practical (Classroom)</th>
<th>Practical (ICT)</th>
<th>Self-guided study</th>
<th>TOTAL HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>6</td>
<td>5</td>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
<td>7</td>
<td></td>
<td></td>
<td>7</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>4</td>
<td>6</td>
<td>6</td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
<td>8</td>
<td></td>
<td></td>
<td>8</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>30</td>
<td></td>
<td></td>
<td>105</td>
<td></td>
<td>165</td>
</tr>
</tbody>
</table>

### 9. Assessment

**Students enrolling for the first time:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous assessment:</td>
<td></td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>Academic assignments</td>
<td>The submission of practical work carried out individually.</td>
<td>Max. 4</td>
<td>20</td>
</tr>
<tr>
<td>Academic assignments</td>
<td>The submission of practical work carried out in groups. All members of the group must participate during the defense.</td>
<td>Max. 4</td>
<td>20</td>
</tr>
<tr>
<td>Synthesis tests:</td>
<td></td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>Open response test</td>
<td>Midterm: Statements of problems that the student has to solve individually (with limited time) to apply the theories, methodologies and tools learned during the lectures.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Open response test</td>
<td>Final: Statements of problems that the student has to solve individually (with limited time) to apply the theories, methodologies and tools learned during the lectures.</td>
<td>1</td>
<td>40</td>
</tr>
</tbody>
</table>

All students must comply with the rules of writing, spelling, and grammar in the development of their work and their assessment tests.

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 Synthesis tests.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in all synthesis test. If a student gets less than 5 in the midterm, he/she will have the option to recover the first part in the final test being examined of all units. Moreover, the weighted mark of the synthesis tests must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade will be the mark of the synthesis tests.
Students enrolling for the second time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous assessment:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic assignments</td>
<td>The submission of practical work either carried out individually.</td>
<td>Máx. 3</td>
<td>20</td>
</tr>
<tr>
<td><strong>Synthesis tests:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open answer questions</td>
<td>Mid-term exam: Statements of problems that the student has to solve individually (with limited time) to apply the theories, methodologies and tools learned during the lectures.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Multiple choice test</td>
<td>Mid-term exam: Test with various questions or items in which the student does not elaborate the answer, they only have to mark them.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Open answer questions</td>
<td>Final exam: Statements of problems that the student has to solve individually (with limited time) to apply the theories, methodologies and tools learned during the lectures.</td>
<td>2</td>
<td>40</td>
</tr>
</tbody>
</table>

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.

It is not compulsory to attend sessions. However, it is recommended so that the student can extract the most value from the module and effectively meet the learning requirements.

Continuous assessment is non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in all synthesis test. If a student gets less than 5 in the midterm, he/she will have the option to recover the first part in the final test being examined of all units. Moreover, the weighted mark of the synthesis tests must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade will be the mark of the synthesis tests.